A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF SEPTEMBER 1990

35 MANUFACTURERS

SHIPMENTS

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
MONTH						
1990	599.5	+48.3	+8.8			
1989	551.2	+51.1	+10.2			
1988	500.1					
CUMULATIVE YTD						
1990	3000.4	-44.4	-1.5			
1989	3044.8	+197.6	+6.9			
1988	2847.2					

ORDERS RECEIVED

UNCONFIRMED ORDERS ARE NOT INCLUDED
CANCELLATIONS ARE [illegible]LUDED FROM CUMULATIVE ORDERS

MONTH						
1990	283.1	+102.7	+56.9			
1989	180.4	+5.9	+3.4			
1988	174.5					
CUMULATIVE YTD						
1990	3920.9	+83.1	+2.2			
1989	3837.8	+376.7	+10.9			
1988	3461.1					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

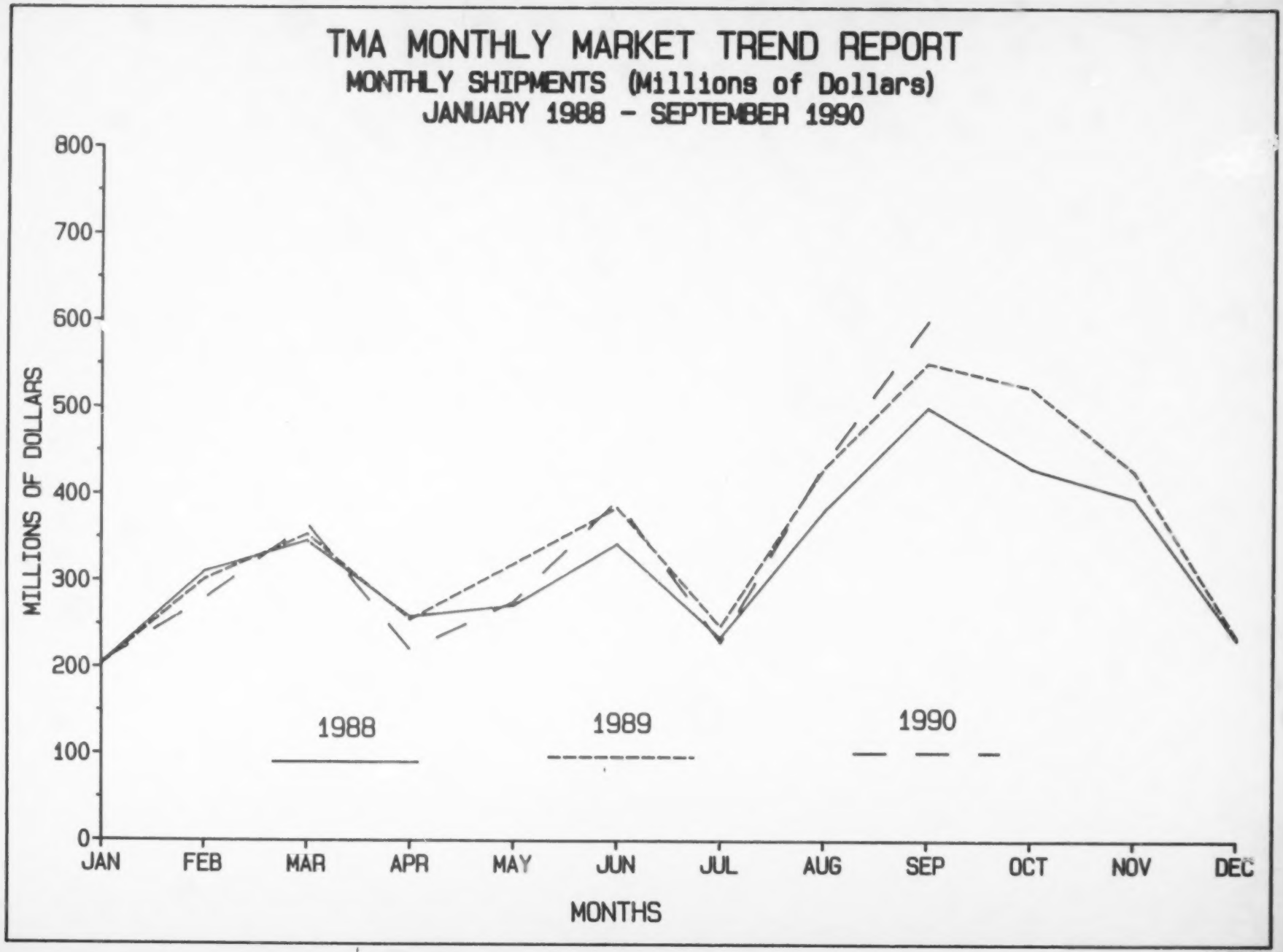
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(35 MANUFACTURER BASE)
DOLLAR TREND BY MONTH SEPTEMBER 1990 (MILLIONS)

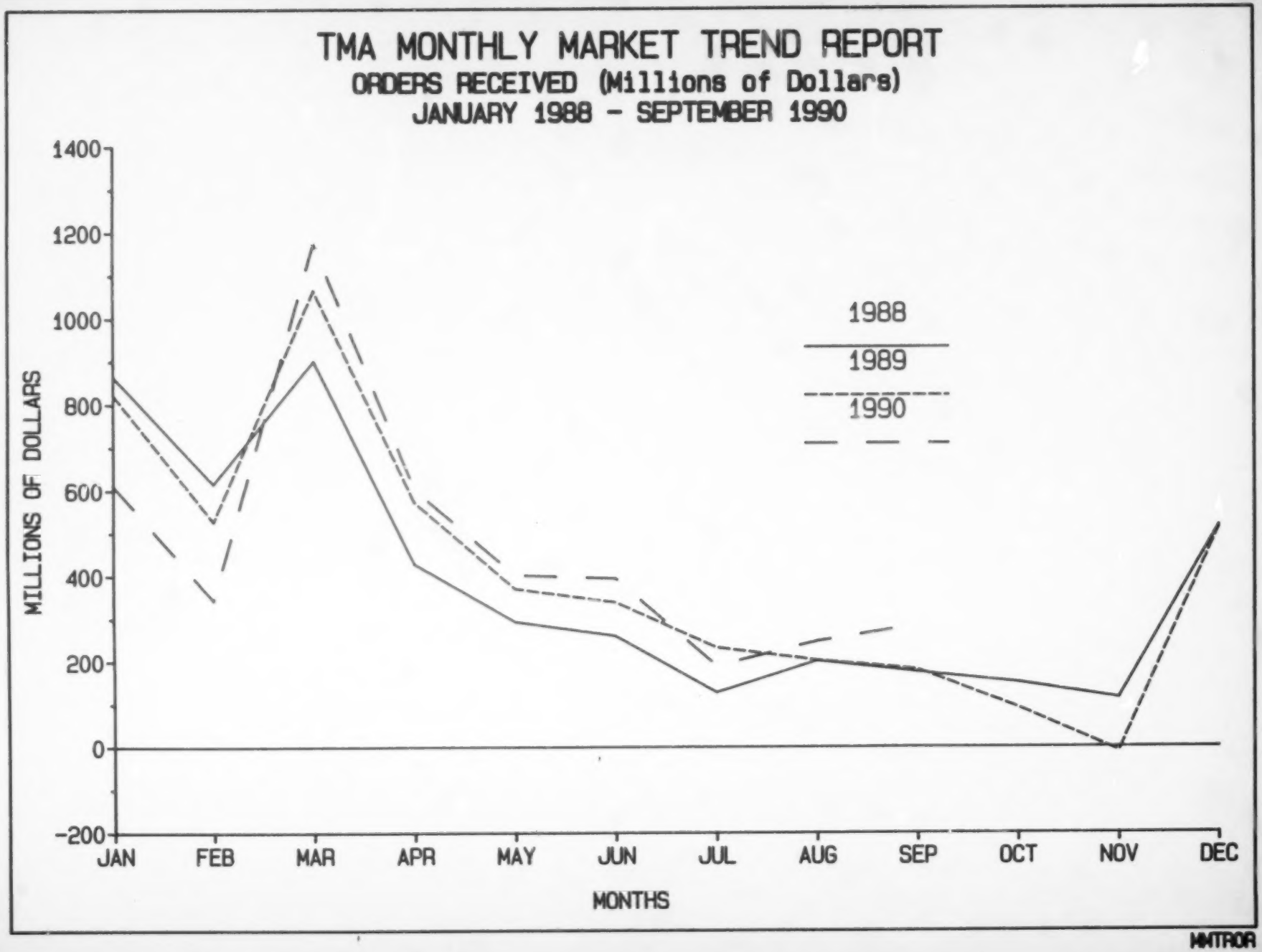
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	9 MO. AVG.
SHIPMENTS													
1990 MONTHLY	205.3	278.0	364.7	219.7	275.9	393.0	229.5	434.9	599.5				333.4
1989 MONTHLY	202.8	300.7	352.9	255.1	319.3	384.5	247.8	430.5	551.2	522.8	426.4	236.0	338.3
1988 MONTHLY	204.2	309.7	345.2	258.3	271.5	342.4	234.9	380.9	500.1	430.4	395.3	232.8	316.4
1990 CUMULATIVE YTD	205.3	483.3	848.0	1067.7	1343.6	1736.5	1966.0	2400.9	3000.4				
1989 CUMULATIVE YTD	202.8	503.5	856.4	1111.5	1430.8	1815.3	2063.1	2493.6	3044.8	3567.6	3993.9	4229.9	
1988 CUMULATIVE YTD	204.2	513.9	859.1	1117.4	1388.9	1731.3	1966.2	2347.1	2847.2	3277.6	3672.9	3905.7	
ORDERS RECEIVED *													
1990 MONTHLY	612.2	342.5	1174.2	601.3	400.2	392.8	189.2	246.1	283.1				471.3
1989 MONTHLY	822.7	526.4	1064.6	571.3	368.7	337.3	231.4	201.9	180.4	91.7	-9.8	510.0	478.3
1988 MONTHLY	865.5	614.1	900.2	427.0	292.1	259.4	127.4	200.6	174.5	150.4	113.9	514.0	429.0
**1990 CUMULATIVE YTD	599.7	925.7	2081.7	2668.2	3034.3	3396.7	3525.2	3696.6	3920.9				
**1989 CUMULATIVE YTD	801.7	1314.8	2351.7	2896.3	3201.6	3476.3	3632.6	3731.8	3837.8	3868.5	3760.7	4168.3	
**1988 CUMULATIVE YTD	838.5	1411.7	2283.1	2688.9	2926.0	3147.9	3217.6	3361.1	3461.1	3514.6	3541.7	3996.1	
CANCELLATIONS													
1990 MONTHLY	12.5	16.5	18.2	14.8	34.1	30.4	60.7	74.7	58.8				35.6
1989 MONTHLY	21.1	13.3	27.7	26.7	63.0	62.6	75.0	102.7	74.4	70.0	97.8	102.4	51.8
1988 MONTHLY	27.0	40.8	28.9	21.1	55.1	37.5	57.7	57.1	74.5	96.9	86.8	60.0	44.4
ORDERS ON HAND (AT END OF MONTH)													
1990 MONTHLY	936.4	981.1	1772.1	2139.5	2229.8	2199.1	2099.3	1837.2	1462.0				1739.6
1989 MONTHLY	1198.6	1411.0	2095.9	2385.8	2373.5	2265.6	2173.7	1842.3	1395.0	903.3	369.3	540.4	1904.6
1988 MONTHLY	1143.3	1406.8	1932.9	2080.5	2045.9	1925.4	1760.3	1522.9	1122.8	745.8	377.3	598.8	1660.1

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)

**CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
JANUARY 1988 - SEPTEMBER 1990
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1988
1989
1990
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTRSH


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1988 - SEPTEMBER 1990
1400
1200
1000
800
600
400
200
0
-200
MILLIONS OF DOLLARS
1988
1989
1990
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MATROR

35 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY THROUGH DECEMBER 1988/1989/1990

BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER PRICE
GOLDBERGER DOLL
HASBRO, INC.
HEDSTROM
KENNER
KRANSCO
LEGO
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS
PLAYMATES
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
DAKIN
ROADMASTER
SANITOY
STEVEN
STROMBECKER CORP
TONKA
TYCO

A9055-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF OCTOBER 1990

37 MANUFACTURERS

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1990	514.2	-8.6	-1.6			
1989	522.8	+92.4	+21.5			
1988	430.4					
CUMULATIVE YTD						
1990	3514.6	-53.0	-1.5			
1989	3567.6	+290.0	+8.8			
1988	3277.6					
ORDERS RECEIVED	UNCONFIRMED ORDERS ARE NOT INCLUDED CANCELLATIONS ARE EXCLUDED FROM CUMULATIVE ORDERS					
MONTH						
1990	77.3	-14.4	-15.7			
1989	91.7	-58.7	-39.0			
1988	150.4					
CUMULATIVE YTD						
1990	3879.0	+10.5	+0.3			
1989	3868.5	+353.9	+10.1			
1988	3514.6					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

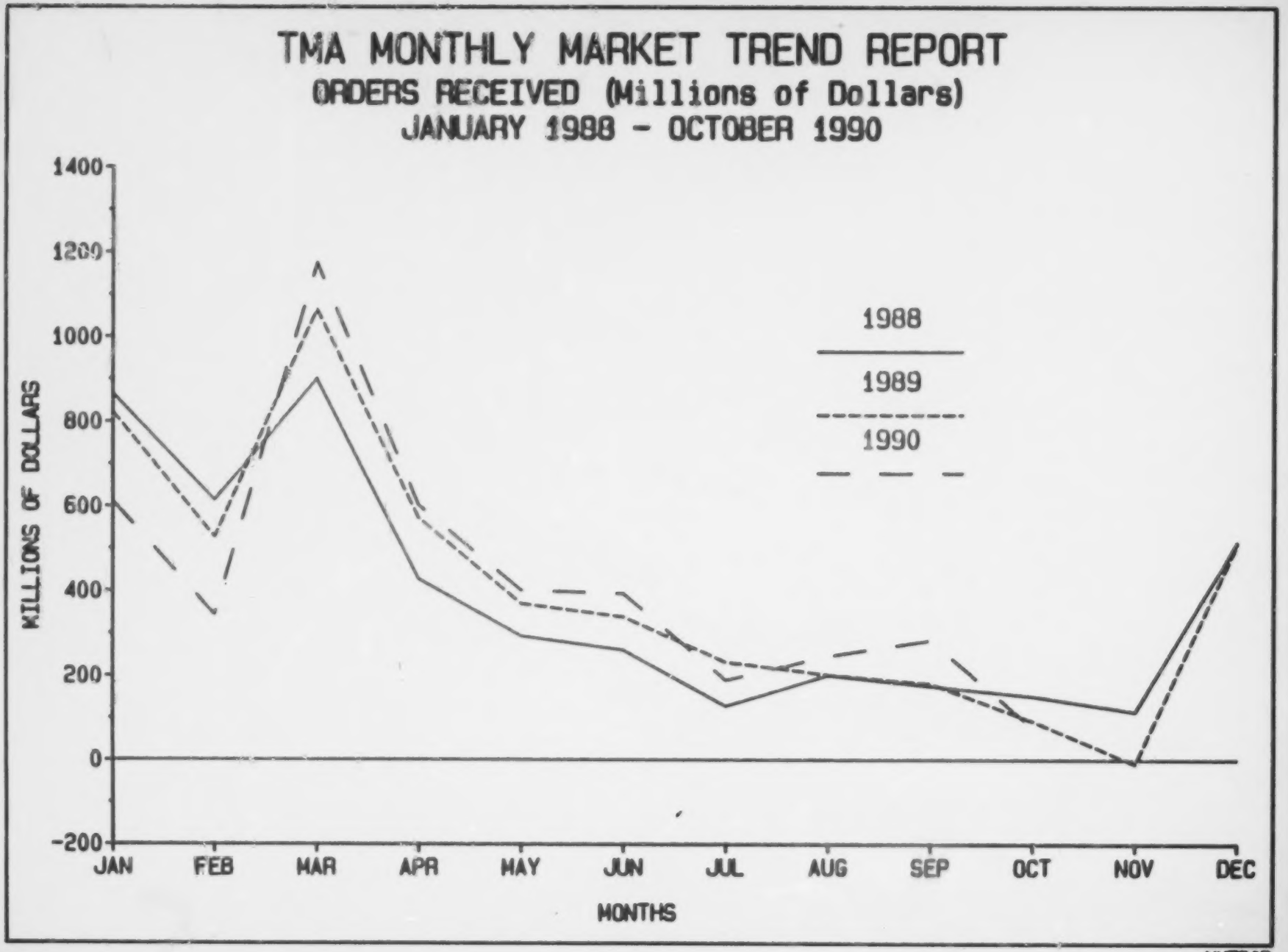
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(37 MANUFACTURER BASE)
DOLLAR TREND BY MONTH OCTOBER 1990 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	10 MO. AVG.
SHIPMENTS													
1990 MONTHLY	205.3	278.0	364.7	219.7	275.9	393.0	229.5	434.9	599.5	514.2			351.5
1989 MONTHLY	202.8	300.7	352.9	255.1	319.3	384.5	247.8	430.5	551.2	522.8	426.4	236.0	356.8
1988 MONTHLY	204.2	309.7	345.2	258.3	271.5	342.4	234.9	380.9	500.1	430.4	395.3	232.8	327.8
1990 CUMULATIVE YTD	205.3	483.3	848.0	1067.7	1343.6	1736.5	1966.0	2400.9	3000.4	3514.6			
1989 CUMULATIVE YTD	202.8	503.5	856.4	1111.5	1430.8	1815.3	2063.1	2493.6	3044.8	3567.6	3993.9	4229.9	
1988 CUMULATIVE YTD	204.2	513.9	859.1	1117.4	1388.9	1731.3	1966.2	2347.1	2847.2	3277.6	3672.9	3905.7	
ORDERS RECEIVED *													
1990 MONTHLY	612.2	342.5	1174.2	601.3	400.2	392.8	189.2	246.1	283.1	77.3			431.9
1989 MONTHLY	822.7	526.4	1064.6	571.3	368.7	337.3	231.4	201.9	180.4	91.7	-9.8	510.0	439.6
1988 MONTHLY	865.5	614.1	900.2	427.0	292.1	259.4	127.4	200.6	174.5	150.4	113.9	514.0	401.1
**1990 CUMULATIVE YTD	599.7	925.7	2081.7	2668.2	3034.3	3396.7	3525.2	3696.6	3920.9	3879.0			
**1989 CUMULATIVE YTD	801.7	1314.8	2351.7	2896.3	3201.6	3476.3	3632.6	3731.8	3837.8	3868.5	3760.7	4168.3	
**1988 CUMULATIVE YTD	838.5	1411.7	2283.1	2688.9	2926.0	3147.9	3217.6	3361.1	3461.1	3514.6	3541.7	3996.1	
CANCELLATIONS													
1990 MONTHLY	12.5	16.5	18.2	14.8	34.1	30.4	60.7	74.7	58.8	119.2			44.0
1989 MONTHLY	21.1	13.3	27.7	26.7	63.0	62.6	75.0	102.7	74.4	70.0	97.8	102.4	53.7
1988 MONTHLY	27.0	40.8	28.9	21.1	55.1	37.5	57.7	57.1	74.5	96.9	86.8	60.0	49.7
ORDERS ON HAND (AT END OF MONTH)													
1990 MONTHLY	936.4	981.1	1772.1	2139.5	2229.8	2199.1	2099.3	1837.2	1462.0	905.9			1656.2
1989 MONTHLY	1198.6	1411.0	2095.9	2385.8	2373.5	2265.6	2173.7	1842.3	1395.0	903.3	369.3	540.4	1804.5
1988 MONTHLY	1143.3	1406.8	1932.9	2080.5	2045.9	1925.4	1760.3	1522.9	1122.8	745.8	377.3	598.8	1568.7

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)

**CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1988 - OCTOBER 1990
1400
1200
1000
800
600
400
200
0
-200
MILLIONS OF DOLLARS
1988
1989
1990
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
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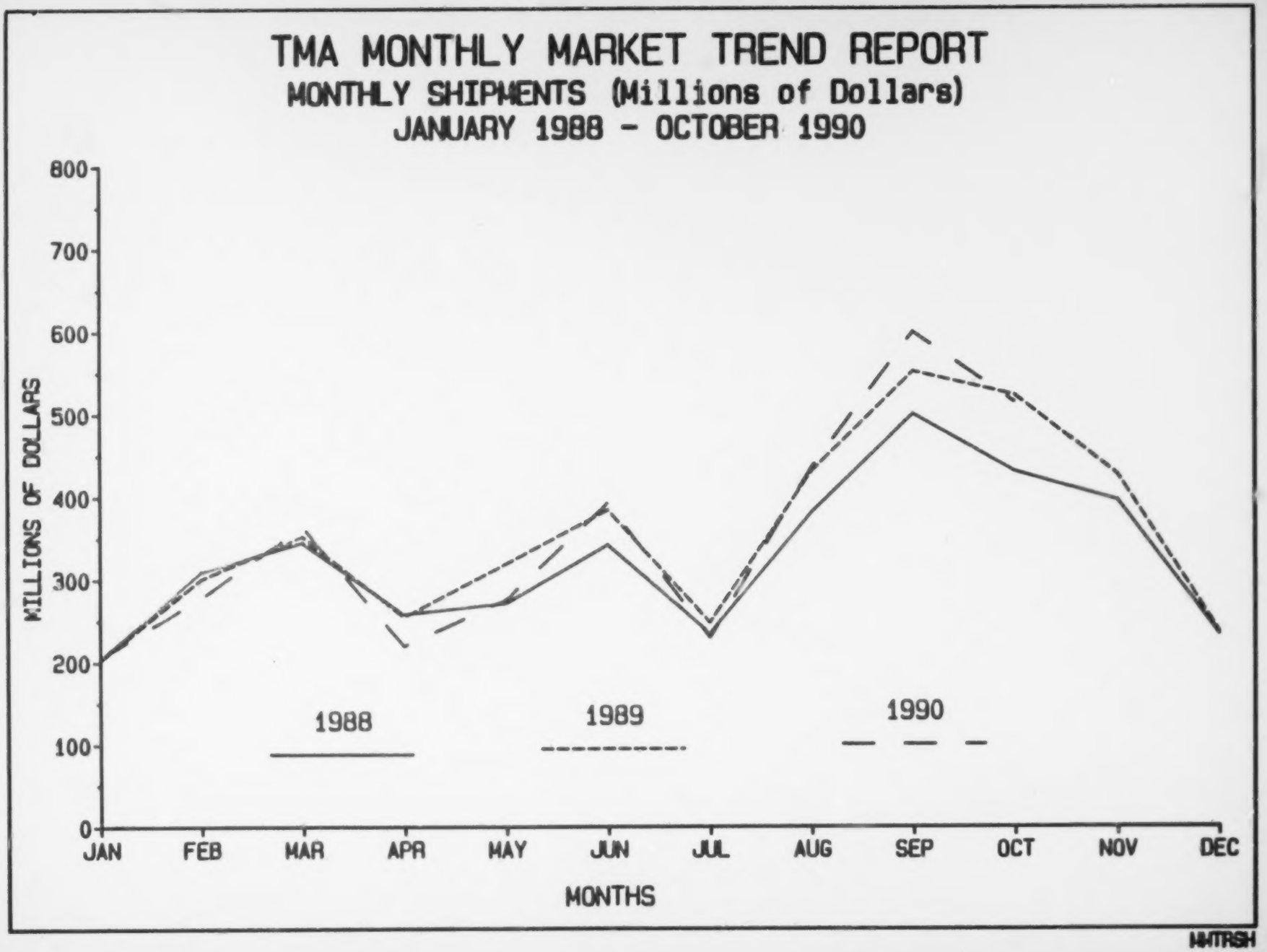
DEC
MONTHS
HAITRAC


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
JANUARY 1988 - OCTOBER 1990
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1988
1989
1990
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
HMTRSH

37 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY THROUGH DECEMBER 1988/1989/1990

BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER PRICE
GOLDBERGER DOLL
HASBRO TOY DIVISION
HEDSTROM
KENNER
KRANSCO
LEGO
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
MILTON BRADLEY
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS
PLAYSKOOL
PLAYMATES
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
DAKIN
ROADMASTER
SANITOY
STEVEN
STROMBECKER CORP
TONKA
TYCO

A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF NOVEMBER 1990

37 MANUFACTURERS

SHIPMENTS

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
MONTH						
1990	460.8	+34.4	+8.1			
1989	426.4	+31.1	+7.9			
1988	395.3					
CUMULATIVE YTD						
1990	3975.4	-18.5	-0.5			
1989	3993.9	+321.0	+8.7			
1988	3672.9					

ORDERS RECEIVED

UNCONFIRMED ORDERS ARE NOT INCLUDED
CANCELLATIONS ARE EXCLUDED FROM CUMULATIVE ORDERS

MONTH						
1990	143.8	+153.6	+++			
1989	-9.8	-123.7	---			
1988	113.9					
CUMULATIVE YTD						
1990	3922.9	+162.2	+4.3			
1989	3760.7	+219.0	+6.2			
1988	3541.7					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(37 MANUFACTURER BASE)
DOLLAR TREND BY MONTH NOVEMBER 1990 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	11 MO. AVG.
SHIPMENTS													
1990 MONTHLY	205.3	278.0	364.7	219.7	275.9	393.0	229.5	434.9	599.5	514.2	460.8		361.4
1989 MONTHLY	202.8	300.7	352.9	255.1	319.3	384.5	247.8	430.5	551.2	522.8	426.4	236.0	363.1
1988 MONTHLY	204.2	309.7	345.2	258.3	271.5	342.4	234.9	380.9	500.1	430.4	395.3	232.8	333.9
1990 CUMULATIVE YTD	205.3	483.3	848.0	1067.7	1343.6	1736.5	1966.0	2400.9	3000.4	3514.6	3975.5		
1989 CUMULATIVE YTD	202.8	503.5	856.4	1111.5	1430.8	1815.3	2063.1	2493.6	3044.8	3567.6	3993.9	4229.9	
1988 CUMULATIVE YTD	204.2	513.9	859.1	1117.4	1388.9	1731.3	1966.2	2347.1	2847.2	3277.6	3672.9	3905.7	
ORDERS RECEIVED *													
1990 MONTHLY	612.2	342.5	1174.2	601.3	400.2	392.8	189.2	246.1	283.1	77.3	143.8		405.7
1989 MONTHLY	822.7	526.4	1064.6	57[illegible]	368.7	337.3	231.4	201.9	180.4	91.7	-9.8	510.0	398.8
1988 MONTHLY	865.5	614.1	900.2	427.0	292.1	259.4	127.4	200.6	174.5	150.4	113.9	514.0	375.0
**1990 CUMULATIVE YTD	599.7	925.7	2081.7	2668.2	3034.3	3396.7	3525.2	3696.6	3920.9	3879.0	3922.9		
**1989 CUMULATIVE YTD	801.7	1314.8	2351.7	2896.3	3201.6	3476.3	3632.6	3731.8	3837.8	3868.5	3760.7	4168.3	
**1988 CUMULATIVE YTD	838.5	1411.7	2283.1	2688.9	2926.0	3147.9	3217.6	3361.1	3461.1	3514.6	3541.7	3996.1	
CANCELLATIONS													
1990 MONTHLY	12.5	16.5	18.2	14.8	34.1	30.4	60.7	74.7	58.8	119.2	99.9		49.1
1989 MONTHLY	21.1	13.3	27.7	26.7	63.0	62.6	75.0	102.7	74.4	70.0	97.8	102.4	57.7
1988 MONTHLY	27.0	40.8	28.9	21.1	55.1	37.5	57.7	57.1	74.5	96.9	86.8	60.0	53.0
ORDERS ON HAND (AT END OF MONTH)													
1990 MONTHLY	936.4	981.1	1772.1	2139.5	2229.8	2199.1	2099.3	1837.2	1462.0	905.9	487.6		1550.0
1989 MONTHLY	1198.6	1411.0	2095.9	2385.8	2373.5	2265.6	2173.7	1842.3	1395.0	903.3	369.3	540.4	1674.0
1988 MONTHLY	1143.3	1406.8	1932.9	2080.5	2045.9	1925.4	1760.3	1522.9	1122.8	745.8	377.3	598.8	1460.4

* UNCONFIRMED ORDERS ARE NOT INCLUDED

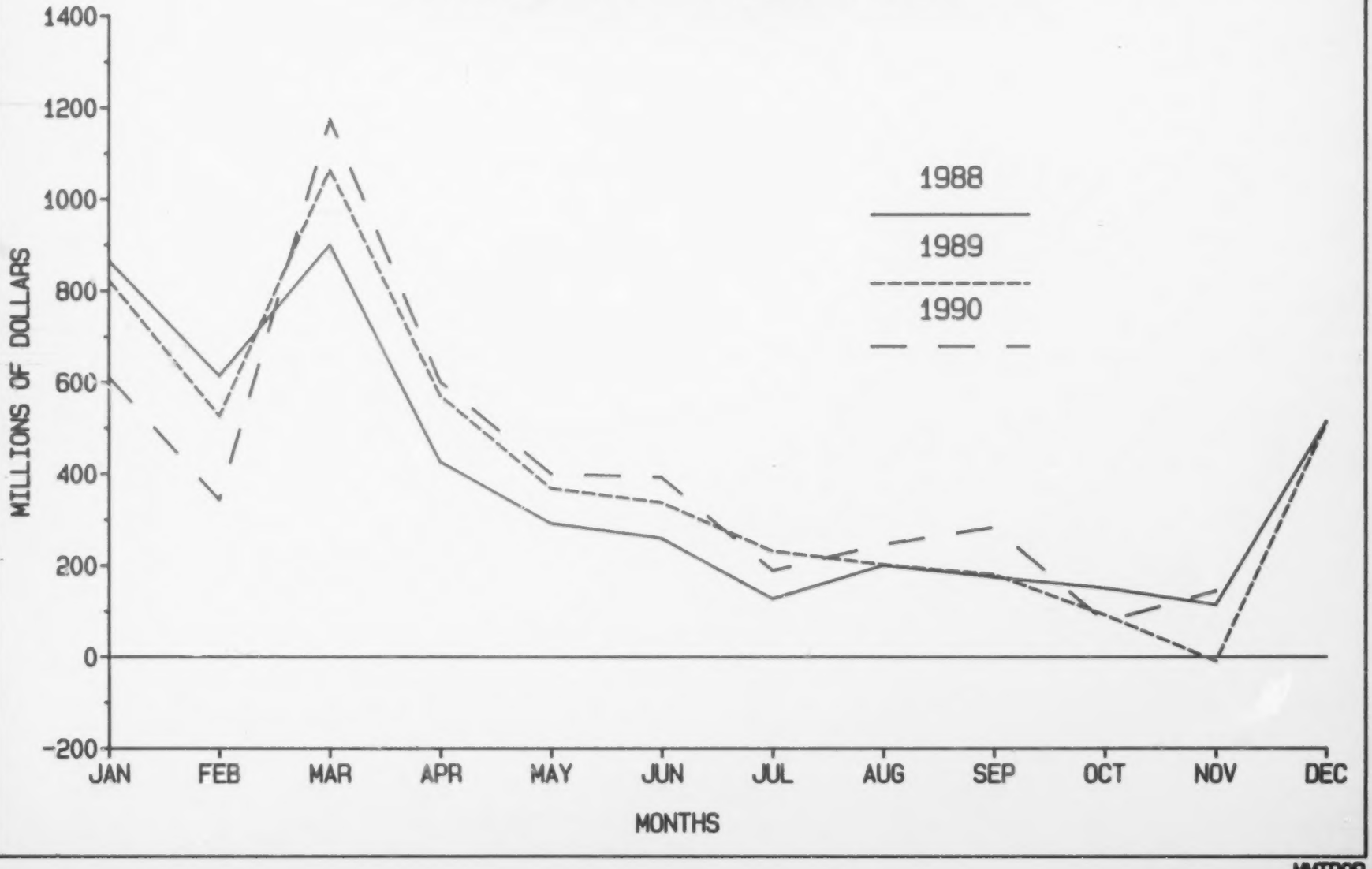
**CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES

(COMPILED BY THE NPD GROUP)

TMA MONTHLY MARKET TREND REPORT

ORDERS RECEIVED (Millions of Dollars)

JANUARY 1988 - NOVEMBER 1990



MATROR

TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
JANUARY 1988 - NOVEMBER 1990
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1988
1989
1990
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTRSH

37 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY THROUGH DECEMBER 1988/1989/1990

BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER PRICE
GOLDBERGER DOLL
HASBRO TOY DIVISION
HEDSTROM
KENNER
KRANSCO
LEGO
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
MILTON BRADLEY
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS
PLAYSKOOL
PLAYMATES
PRESSMAN TOYS
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STROMBECKER CORP
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TYCO

A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF DECEMBER 1990

37 MANUFACTURERS

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1990	261.5	+25.5	+10.8			
1989	236.0	+3.2	+1.4			
1988	232.8					
CUMULATIVE YTD						
1990	4228.8	-1.1	EVEN			
1989	4229.9	+324.2	+8.3			
1988	3905.7					
ORDERS RECEIVED	UNCONFIRMED ORDERS ARE NOT INCLUDED CANCELLATIONS ARE EXCLUDED FROM CUMULATIVE ORDERS					
MONTH						
1990	560.8	+50.8	+9.1			
1989	510.0	-4.0	-0.8			
1988	514.0					
CUMULATIVE YTD						
1990	4366.4	+198.1	+4.8			
1989	4168.3	+172.2	+4.3			
1988	3996.1					

Note: + Signifies increase over prior year, – signifies a decrease.

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The NPD Group

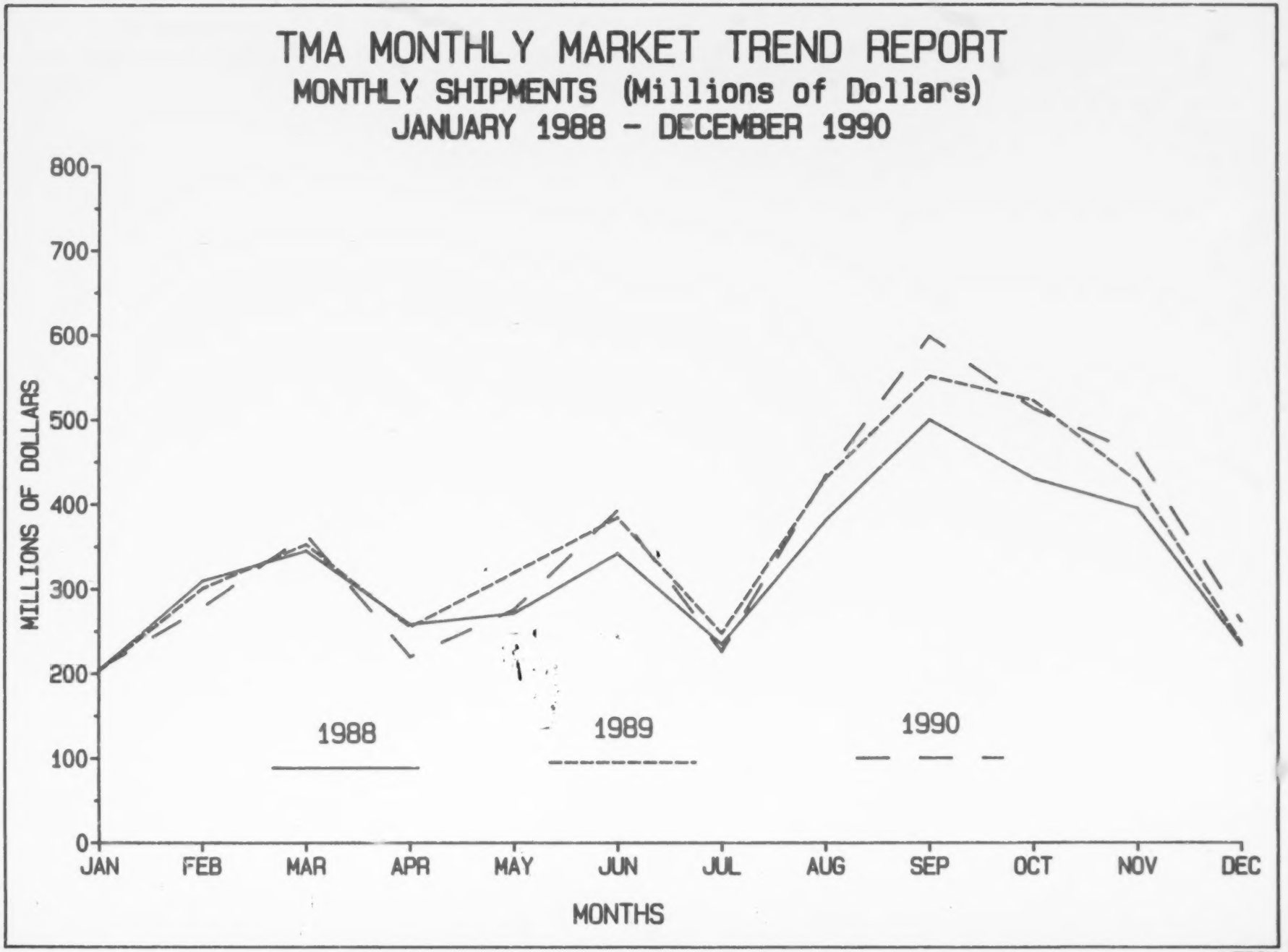
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(37 MANUFACTURER BASE)
DOLLAR TREND BY MONTH DECEMBER 1990 (MILLIONS)

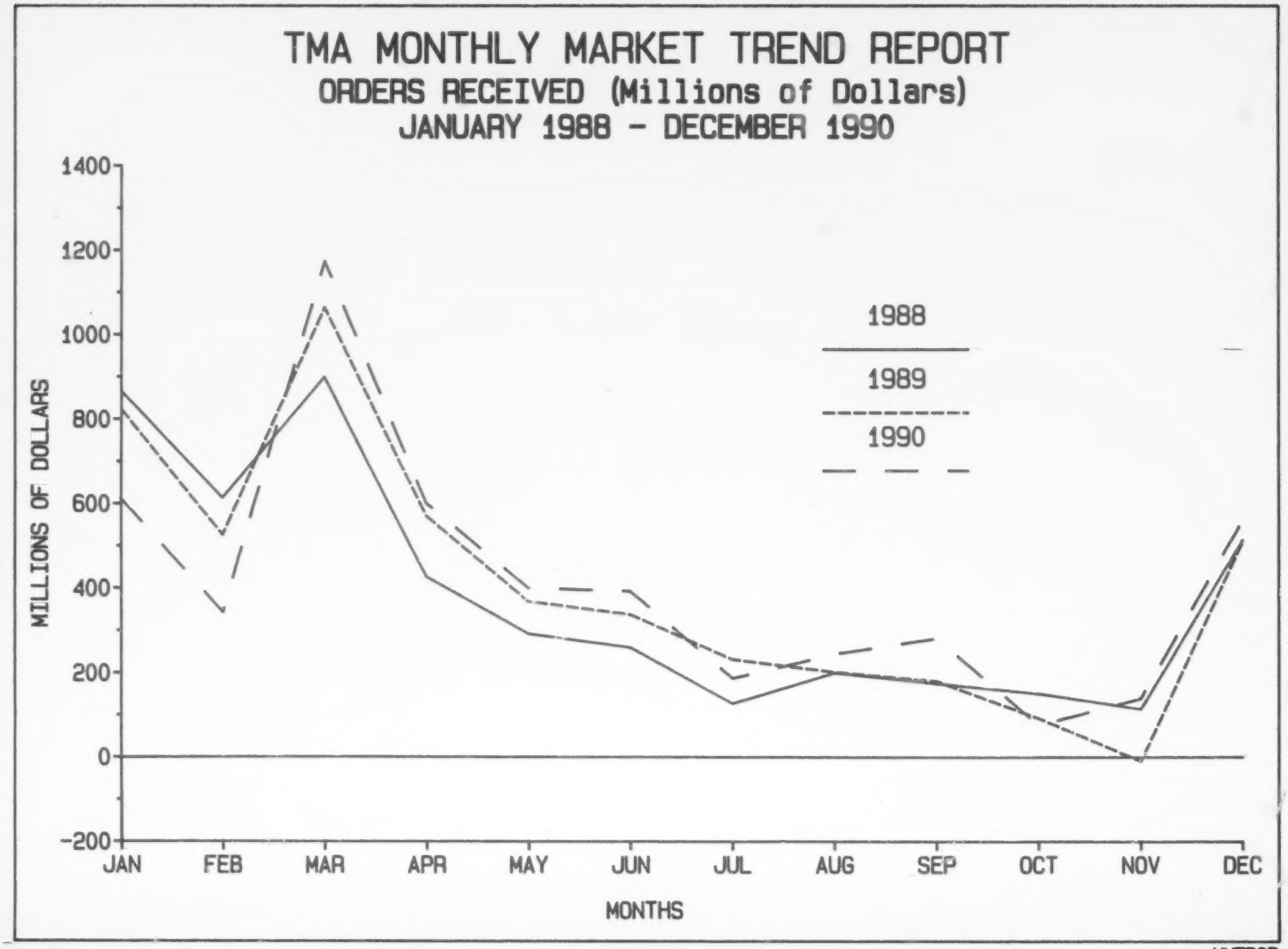
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	12 MO. AVG.
SHIPMENTS													
1990 MONTHLY	205.3	278.0	364.7	219.7	275.9	393.0	226.2	433.5	598.4	512.9	459.8	261.5	352.4
1989 MONTHLY	202.8	300.7	352.9	255.1	319.3	384.5	247.8	430.5	551.2	522.8	426.4	236.0	352.5
1988 MONTHLY	204.2	309.7	345.2	258.3	271.5	342.4	234.9	380.9	500.1	430.4	395.3	232.8	325.5
1990 CUMULATIVE YTD	205.3	483.3	848.0	1067.7	1343.6	1736.5	1962.7	2396.2	2994.6	3507.5	3967.3	4228.8	
1989 CUMULATIVE YTD	202.8	503.5	856.4	1111.5	1430.8	1815.3	2063.1	2493.6	3044.8	3567.6	3993.9	4229.9	
1988 CUMULATIVE YTD	204.2	513.9	859.1	1117.4	1388.9	1731.3	1966.2	2347.1	2847.2	3277.6	3672.9	3905.7	
ORDERS RECEIVED *													
1990 MONTHLY	612.2	342.5	1174.2	601.3	400.2	392.8	187.0	245.4	282.0	75.7	139.3	560.8	417.8
1989 MONTHLY	822.7	526.4	1064.6	571.3	368.7	337.3	231.4	201.9	180.4	91.7	-9.8	510.0	408.1
1988 MONTHLY	865.5	614.1	900.2	427.0	292.1	259.4	127.4	200.6	174.5	150.4	113.9	514.0	386.6
**1990 CUMULATIVE YTD	599.7	925.7	2081.7	2668.2	3034.3	3396.7	3523.0	3693.7	3916.9	3873.4	3912.8	4366.4	
**1989 CUMULATIVE YTD	801.7	1314.8	2351.7	2896.3	3201.6	3476.3	3632.6	3731.8	3837.8	3868.5	3760.7	4168.3	
**1988 CUMULATIVE YTD	838.5	1411.7	2283.1	2688.9	2926.0	3147.9	3217.6	3361.1	3461.1	3514.6	3541.7	3996.1	
CANCELLATIONS													
1990 MONTHLY	12.5	16.5	18.2	14.8	34.1	30.4	60.7	74.7	58.8	119.2	99.9	107.2	53.9
1989 MONTHLY	21.1	13.3	27.7	26.7	63.0	62.6	75.0	102.7	74.4	70.0	97.8	102.4	61.4
1988 MONTHLY	27.0	40.8	28.9	21.1	55.1	37.5	57.7	57.1	74.5	96.9	86.8	60.0	53.6
ORDERS ON HAND (AT END OF MONTH)													
1990 MONTHLY	936.4	981.1	1772.1	2139.5	2229.8	2199.1	2099.3	1836.6	1461.3	904.9	484.6	676.7	1476.8
1989 MONTHLY	1198.6	1411.0	2095.9	2385.8	2373.5	2265.6	2173.7	1842.3	1395.0	903.3	369.3	540.1	1579.5
1988 MONTHLY	1143.3	1406.8	1932.9	2080.5	2045.9	1925.4	1760.3	1522.9	1122.8	745.8	377.3	598.8	1388.6

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)

**CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
JANUARY 1988 - DECEMBER 1990
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1988
1989
1990
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTRSH


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1988 - DECEMBER 1990
1400
1200
1000
800
600
400
200
0
-200
MILLIONS OF DOLLARS
1988
1989
1990
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTROR

37 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY THROUGH DECEMBER 1988/1989/1990

BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER PRICE
GOLDBERGER DOLL
HASBRO TOY DIVISION
HEDSTROM
KENNER
KRANSCO
LEGO
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
MILTON BRADLEY
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS
PLAYSKOOL
PLAYMATES
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
DAKIN
ROADMASTER
SANITOY
STEVEN
STROMBECKER CORP
TONKA
TYCO

A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF JANUARY 1991

41 MANUFACTURERS

SHIPMENTS

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
MONTH						
1991	224.0	+4.5	+2.1			
1990	219.5	-0.8	-0.4			
1989	220.3					
CUMULATIVE YTD						
1991	224.0	+4.5	+2.1			
1990	219.5	-0.8	-0.4			
1989	220.3					

ORDERS RECEIVED

UNCONFIRMED ORDERS ARE NOT INCLUDED
CANCELLATIONS ARE EXCLUDED FROM CUMULATIVE ORDERS

MONTH						
1991	602.3	-71.1	-10.6			
1990	673.4	-237.3	-26.1			
1989	910.7					
CUMULATIVE YTD						
1991	587.0	-72.7	-11.0			
1990	659.7	-229.6	-25.8			
1989	889.3					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(41 MANUFACTURER BASE)
DOLLAR TREND BY MONTH JANUARY 1991 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	1 MO. AVG.
SHIPMENTS													
1991 MONTHLY	224.0												224.0
1990 MONTHLY	219.5	293.3	381.8	233.7	292.1	407.2	249.4	470.6	632.9	553.5	487.3	270.2	219.5
1989 MONTHLY	220.3	317.6	373.1	279.3	346.4	413.7	280.8	466.1	593.6	561.8	466.7	262.9	220.3
1991 CUMULATIVE YTD	224.0												
1990 CUMULATIVE YTD	219.5	512.8	894.6	1128.3	1420.4	1827.6	2077.0	2547.6	3180.5	3734.0	4221.3	4491.5	
1989 CUMULATIVE YTD	220.3	537.9	911.0	1190.3	1536.7	1950.4	2231.2	2697.3	3290.9	3852.7	4319.4	4582.3	
ORDERS RECEIVED *													
1991 MONTHLY	602.3												602.3
1990 MONTHLY	673.4	359.6	1215.5	619.4	462.7	453.2	216.0	266.8	307.8	96.6	161.8	563.8	673.4
1989 MONTHLY	910.7	564.3	1133.7	644.7	410.6	421.2	263.0	233.9	211.7	120.8	13.3	546.8	910.7
**1991 CUMULATIVE YTD	587.0												
**1990 CUMULATIVE YTD	659.7	1000.5	2193.8	2795.5	3216.2	3628.0	3773.4	3960.4	4197.6	4162.9	4207.2	4653.0	
**1989 CUMULATIVE YTD	889.3	1439.6	2535.5	3142.2	3478.6	3821.5	3988.1	4097.1	4219.0	4262.3	4159.7	4593.5	
CANCELLATIONS													
1991 MONTHLY	15.3												15.3
1990 MONTHLY	13.7	18.8	22.2	17.7	42.0	41.4	70.6	79.8	70.6	131.3	117.5	118.0	13.7
1989 MONTHLY	21.4	14.0	37.8	38.0	74.2	78.3	96.4	124.9	89.8	77.5	115.9	113.0	21.4
ORDERS ON HAND (AT END OF MONTH)													
1991 MONTHLY	1077.6												1077.6
1990 MONTHLY	1055.3	1099.6	1910.8	2279.4	2408.0	2412.5	2308.5	2025.0	1629.2	1041.1	598.1	773.7	1055.3
1989 MONTHLY	1269.0	1501.7	2225.4	2553.3	2544.8	2475.9	2361.3	2004.1	1530.3	1012.2	442.9	613.5	1269.0

** UNCONFIRMED ORDERS ARE NOT INCLUDED*

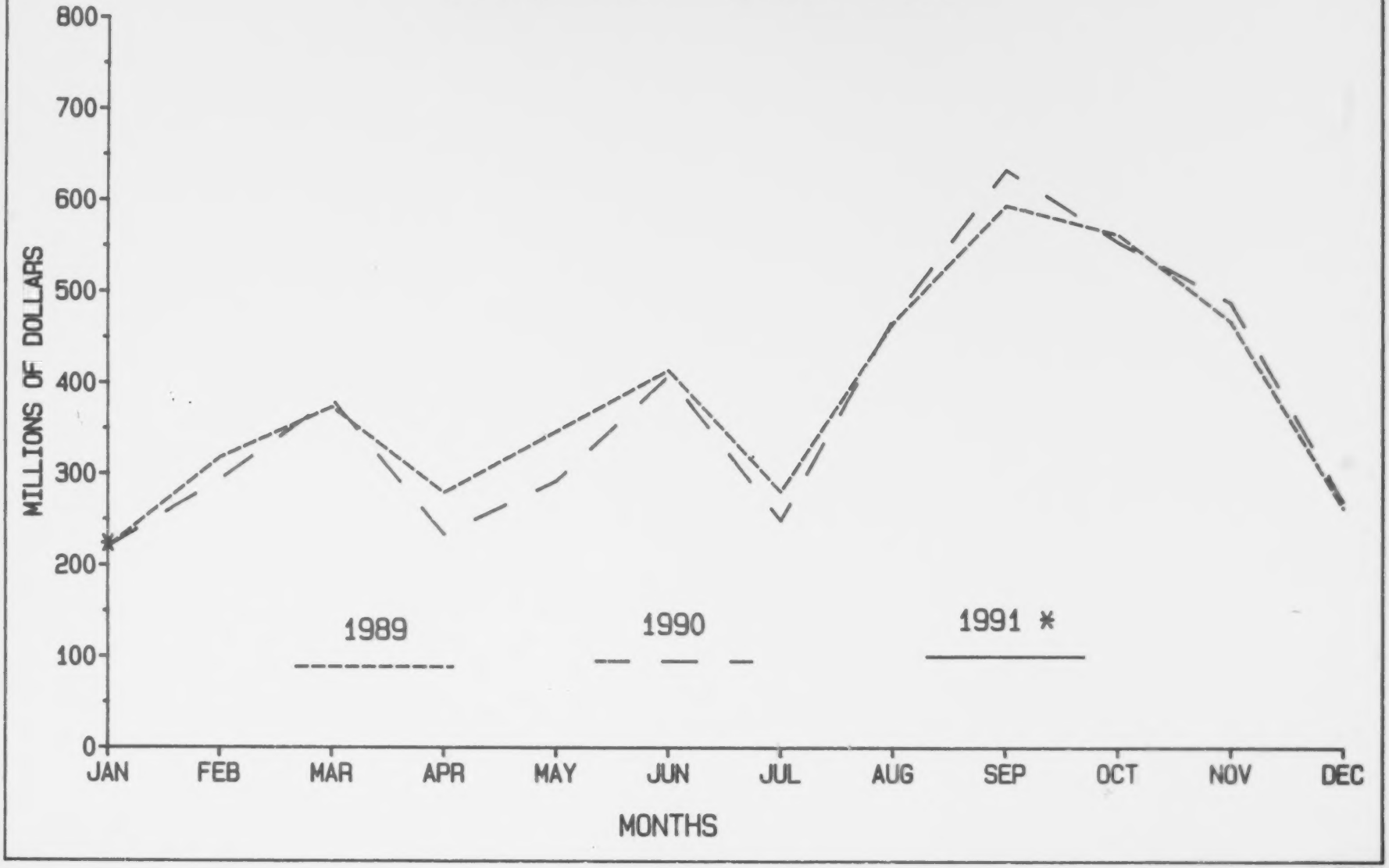
(COMPILED BY THE NPD GROUP)

***CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES*

TMA MONTHLY MARKET TREND REPORT

MONTHLY SHIPMENTS (Millions of Dollars)

JANUARY 1989 - JANUARY 1991

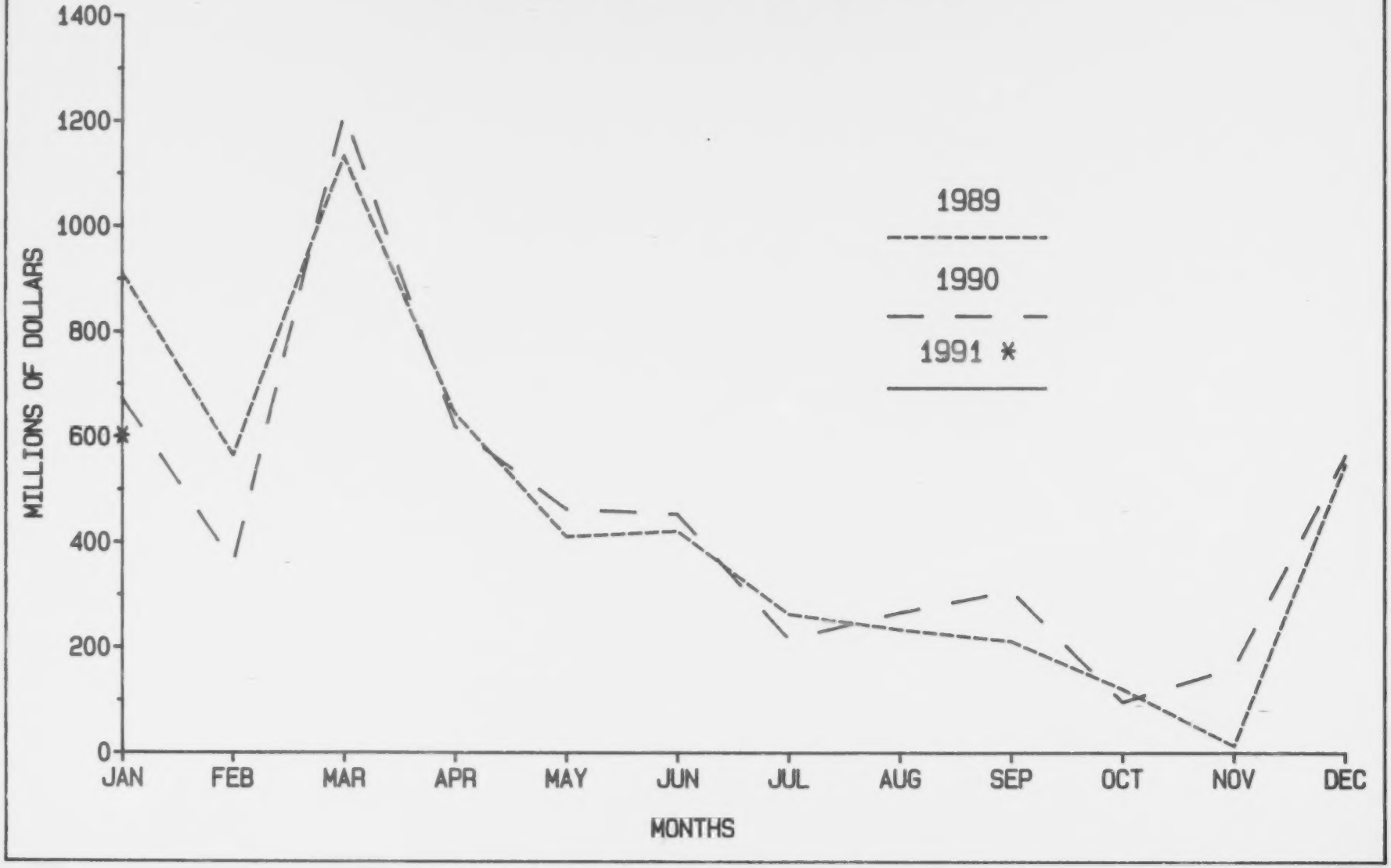


HMTRSH

TMA MONTHLY MARKET TREND REPORT

ORDERS RECEIVED (Millions of Dollars)

JANUARY 1989 - JANUARY 1991



NMTROR

41 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY 1989 THROUGH JANUARY 1991

BANDAI
BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER-PRICE
GOLDBERGER DOLL
HASBRO TOY DIVISION
HEDSTROM
KENNER
KRANSCO
LEGO
LEWIS GALOOB
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
MILTON BRADLEY
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS
PLACO
PLAYSKOOL
PLAYMATES
POWER WHEELS
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
DAKIN
ROADMASTER
SANITOY
STEVEN
STROMBECKER CORP
TONKA
TYCO

A90T-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF FEBRUARY 1991

41 MANUFACTURERS

SHIPMENTS

	COMPOSITE RESULTS			YOUR COMPANY		
		CHANGE FROM PRIOR YEAR (+/-)			CHANGE FROM PRIOR YEAR (+/-)	
	MILLIONS OF $	$	%	MILLIONS OF $	$	%
MONTH						
1991	288.4	-4.9	-1.7			
1990	293.3	-24.3	-7.7			—
1989	317.6					
CUMULATIVE YTD						
1991	512.4	-0.4	EVEN			
1990	512.8	-25.1	-4.7			
1989	537.9					

ORDERS RECEIVED

UNCONFIRMED ORDERS ARE NOT INCLUDED
CANCELLATIONS ARE EXCLUDED FROM CUMULATIVE ORDERS

MONTH						
1991	349.5	-10.1	-2.8			
1990	359.6	-204.7	-36.3			
1989	564.3					
CUMULATIVE YTD						
1991	929.9	-70.6	-7.1			
1990	1000.5	-439.1	-30.5			
1989	1439.6					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(41 MANUFACTURER BASE)
DOLLAR TREND BY MONTH FEBRUARY 1991 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	2 MO. AVG.
SHIPMENTS													
1991 MONTHLY	224.0	288.4											256.2
1990 MONTHLY	219.5	293.3	381.8	233.7	292.1	407.2	249.4	470.6	632.9	553.5	487.3	270.2	256.4
1989 MONTHLY	220.3	317.6	373.1	279.3	346.4	413.7	280.8	466.1	593.6	561.8	466.7	262.9	269.0
1991 CUMULATIVE YTD	224.0	512.4											
1990 CUMULATIVE YTD	219.5	512.8	894.6	1128.3	1420.4	1827.6	2077.0	2547.6	3180.5	3734.0	4221.3	4491.5	
1989 CUMULATIVE YTD	220.3	537.9	911.0	1190.3	1536.7	1950.4	2231.2	2697.3	3290.9	3852.7	4319.4	4582.3	
ORDERS RECEIVED *													
1991 MONTHLY	602.3	349.5											475.9
1990 MONTHLY	673.4	359.6	1215.5	619.4	462.7	453.2	216.0	266.8	307.8	96.6	161.8	563.8	516.5
1989 MONTHLY	910.7	564.3	1133.7	644.7	410.6	421.2	263.0	233.9	211.7	120.8	13.3	546.8	737.5
**1991 CUMULATIVE YTD	587.0	929.9											
**1990 CUMULATIVE YTD	659.7	1000.5	2193.8	2795.5	3216.2	3628.0	3773.4	3960.4	4197.6	4162.9	4207.2	4653.0	
**1989 CUMULATIVE YTD	889.3	1439.6	2535.5	3142.2	3478.6	3821.5	3988.1	4097.1	4219.0	4262.3	4159.7	4593.5	
CANCELLATIONS													
1991 MONTHLY	15.3	6.6											11.0
1990 MONTHLY	13.7	18.8	22.2	17.7	42.0	41.4	70.6	79.8	70.6	131.3	117.5	118.0	16.3
1989 MONTHLY	21.4	14.0	37.8	38.0	74.2	78.3	96.4	124.9	89.8	77.5	115.9	113.0	17.7
ORDERS ON HAND (AT END OF MONTH)													
1991 MONTHLY	1077.6	1132.2											1104.9
1990 MONTHLY	1055.3	1099.6	1910.8	2279.4	2408.0	2412.5	2308.5	2025.0	1629.2	1041.1	598.1	773.7	1077.5
1989 MONTHLY	1269.0	1501.7	2225.4	2553.3	2544.8	2475.9	2361.3	2004.1	1530.3	1012.2	442.9	613.5	1385.4

** UNCONFIRMED ORDERS ARE NOT INCLUDED*

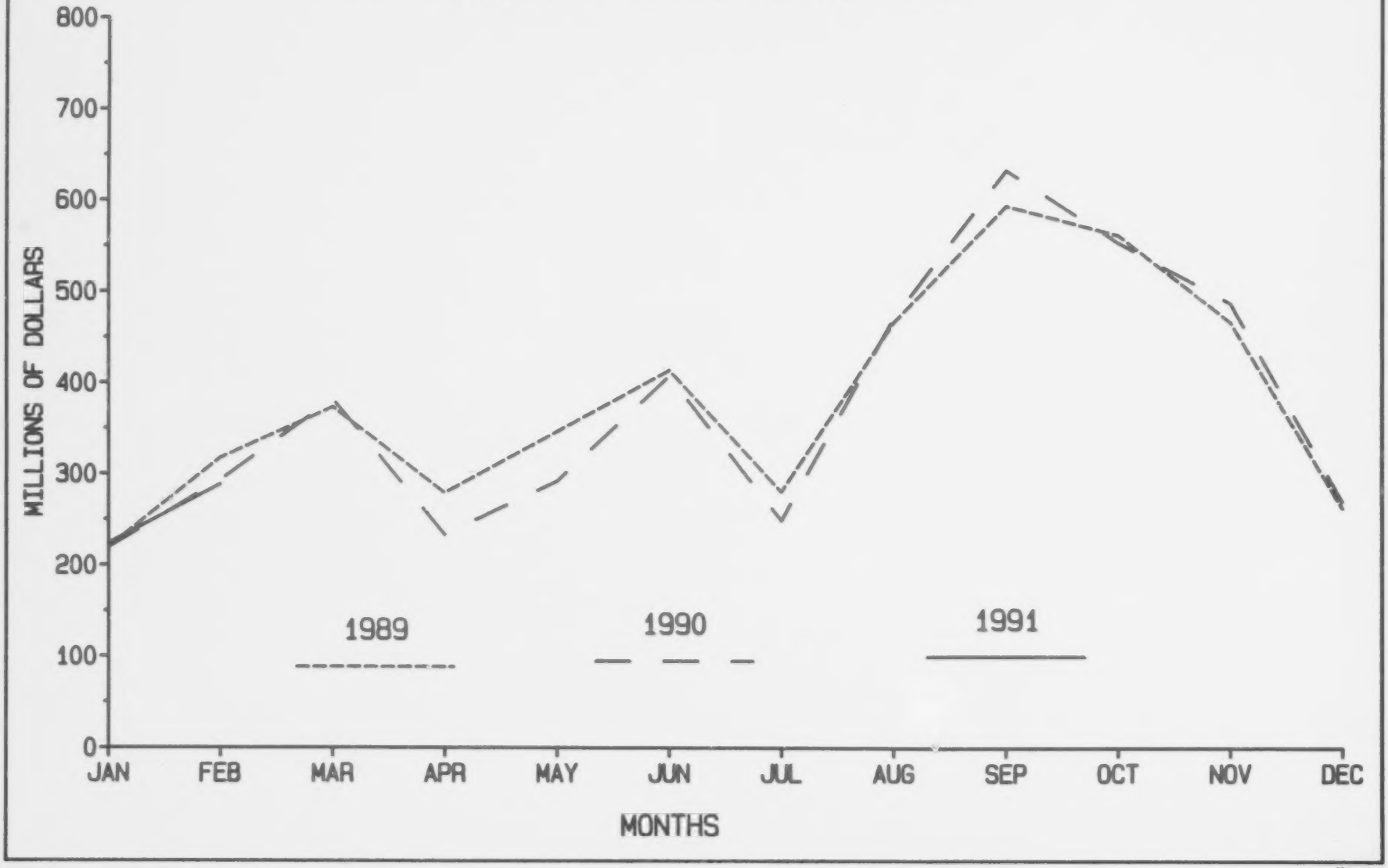
(COMPILED BY THE NPD GROUP)

***CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES*

TMA MONTHLY MARKET TREND REPORT

MONTHLY SHIPMENTS (Millions of Dollars)

JANUARY 1989 - FEBRUARY 1991

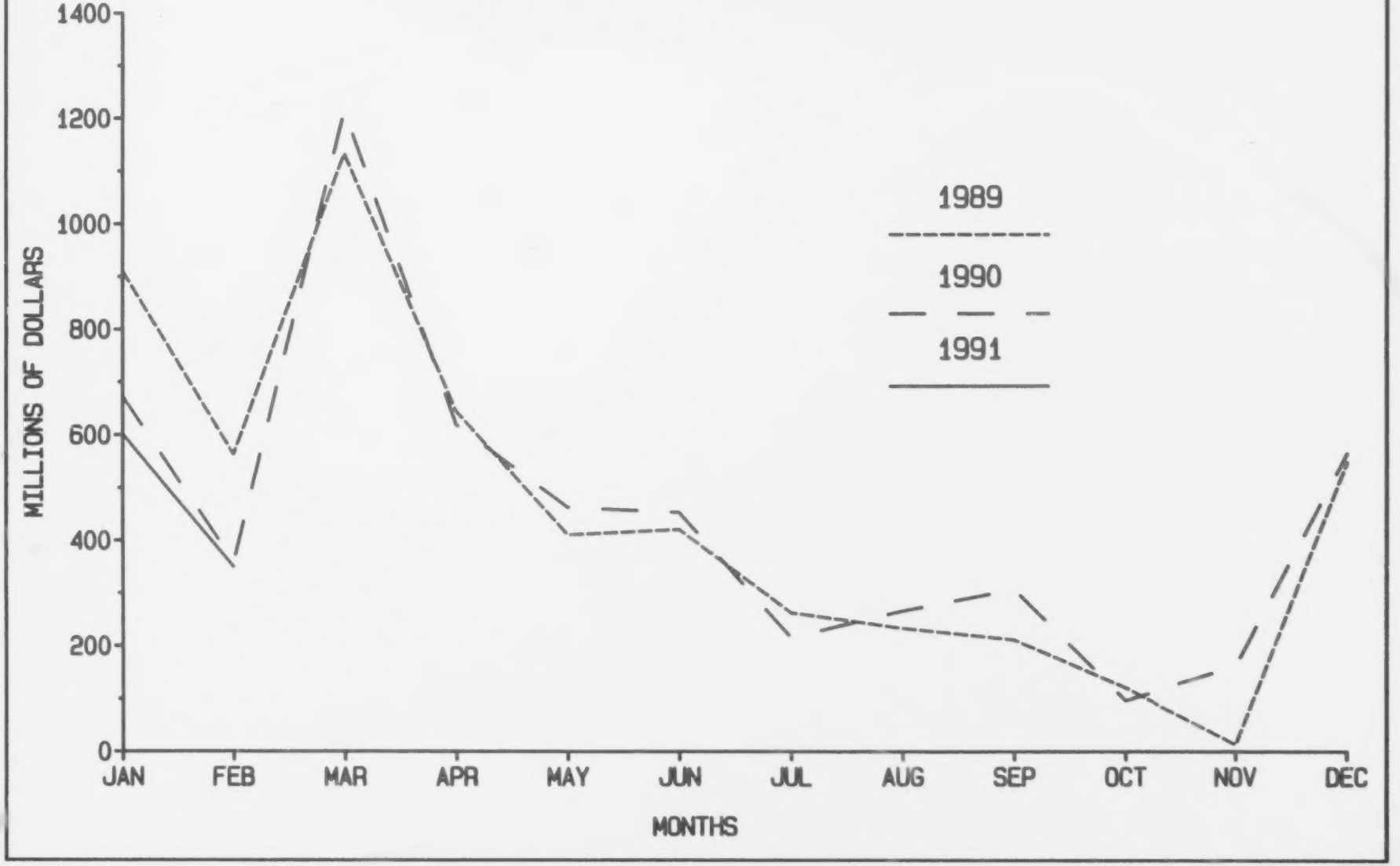


MMTRSH

TMA MONTHLY MARKET TREND REPORT

ORDERS RECEIVED (Millions of Dollars)

JANUARY 1989 - FEBRUARY 1991



MATROR

41 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY 1989 THROUGH FEBRUARY 1991

BANDAI
BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER-PRICE
GOLDBERGER DOLL
HASBRO TOY DIVISION
HEDSTROM
KENNER
KRANSCO
LEGO
LEWIS GALOOB
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
MILTON BRADLEY
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS
PLACO
PLAYSKOOL
PLAYMATES
POWER WHEELS
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
DAKIN
ROADMASTER
SANITOY
STEVEN
STROMBECKER CORP
TONKA
TYCO

A9075.2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF MARCH 1991

41 MANUFACTURERS

SHIPMENTS

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
MONTH						
1991	354.2	-27.6	-7.2			
1990	381.8	+8.7	+2.3			
1989	373.1					
CUMULATIVE YTD						
1991	866.6	-28.0	-3.1			
1990	894.6	-16.4	-1.8			
1989	911.0					

ORDERS RECEIVED

UNCONFIRMED ORDERS ARE NOT INCLUDED
CANCELLATIONS ARE EXCLUDED FROM CUMULATIVE ORDERS

MONTH						
1991	1028.1	-187.4	-15.4			
1990	[illegible]	+81.8	+7.2			
1989	1133.7					
CUMULATIVE YTD						
1991	1937.7	-256.1	-11.7			
1990	2193.8	-341.7	-13.5			
1989	2535.5					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(41 MANUFACTURER BASE)
DOLLAR TREND BY MONTH MARCH 1991 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	3 MO. AVG.
SHIPMENTS													
1991 MONTHLY	224.0	288.4	354.2										288.9
1990 MONTHLY	219.5	293.3	381.8	233.7	292.1	407.2	249.4	470.6	632.9	553.5	487.3	270.2	298.2
1989 MONTHLY	220.3	317.6	373.1	279.3	346.4	413.7	280.8	466.1	593.6	561.8	466.7	262.9	303.7
1991 CUMULATIVE YTD	224.0	512.4	866.6										
1990 CUMULATIVE YTD	219.5	512.8	894.6	1128.3	1420.4	1827.6	2077.0	2547.6	3180.5	3734.0	4221.3	4491.5	
1989 CUMULATIVE YTD	220.3	537.9	911.0	1190.3	1536.7	1950.4	2231.2	2697.3	3290.9	3852.7	4319.4	4582.3	
ORDERS RECEIVED *													
1991 MONTHLY	602.3	349.5	1028.1										660.0
1990 MONTHLY	673.4	359.6	1215.5	619.4	462.7	453.2	216.0	266.8	307.8	96.6	161.8	563.8	749.5
1989 MONTHLY	910.7	564.3	1133.7	644.7	410.6	421.2	263.0	233.9	211.7	120.8	13.3	546.8	869.6
**1991 CUMULATIVE YTD	587.0	929.9	1937.7										
**1990 CUMULATIVE YTD	659.7	1000.5	2193.8	2795.5	3216.2	3628.0	3773.4	3960.4	4197.6	4162.9	4207.2	4653.0	
**1989 CUMULATIVE YTD	889.3	1439.6	2535.5	3142.2	3478.6	3821.5	3988.1	4097.1	4219.0	4262.3	4159.7	4593.5	
CANCELLATIONS													
1991 MONTHLY	15.3	6.6	20.3										14.1
1990 MONTHLY	13.7	18.8	22.2	17.7	42.0	41.4	70.6	79.8	70.6	131.3	117.5	118.0	18.2
1989 MONTHLY	21.4	14.0	37.8	38.0	74.2	78.3	96.4	124.9	89.8	77.5	115.9	113.0	24.4
ORDERS ON HAND (AT END OF MONTH)													
1991 MONTHLY	1077.6	1132.2	1785.8										1331.9
1990 MONTHLY	1055.3	1099.6	1910.8	2279.4	2408.0	2412.5	2308.5	2025.0	1629.2	1041.1	598.1	773.7	1355.2
1989 MONTHLY	1269.0	1501.7	2225.4	2553.3	2544.8	2475.9	2361.3	2004.1	1530.3	1012.2	442.9	613.5	1665.4

** UNCONFIRMED ORDERS ARE NOT INCLUDED*

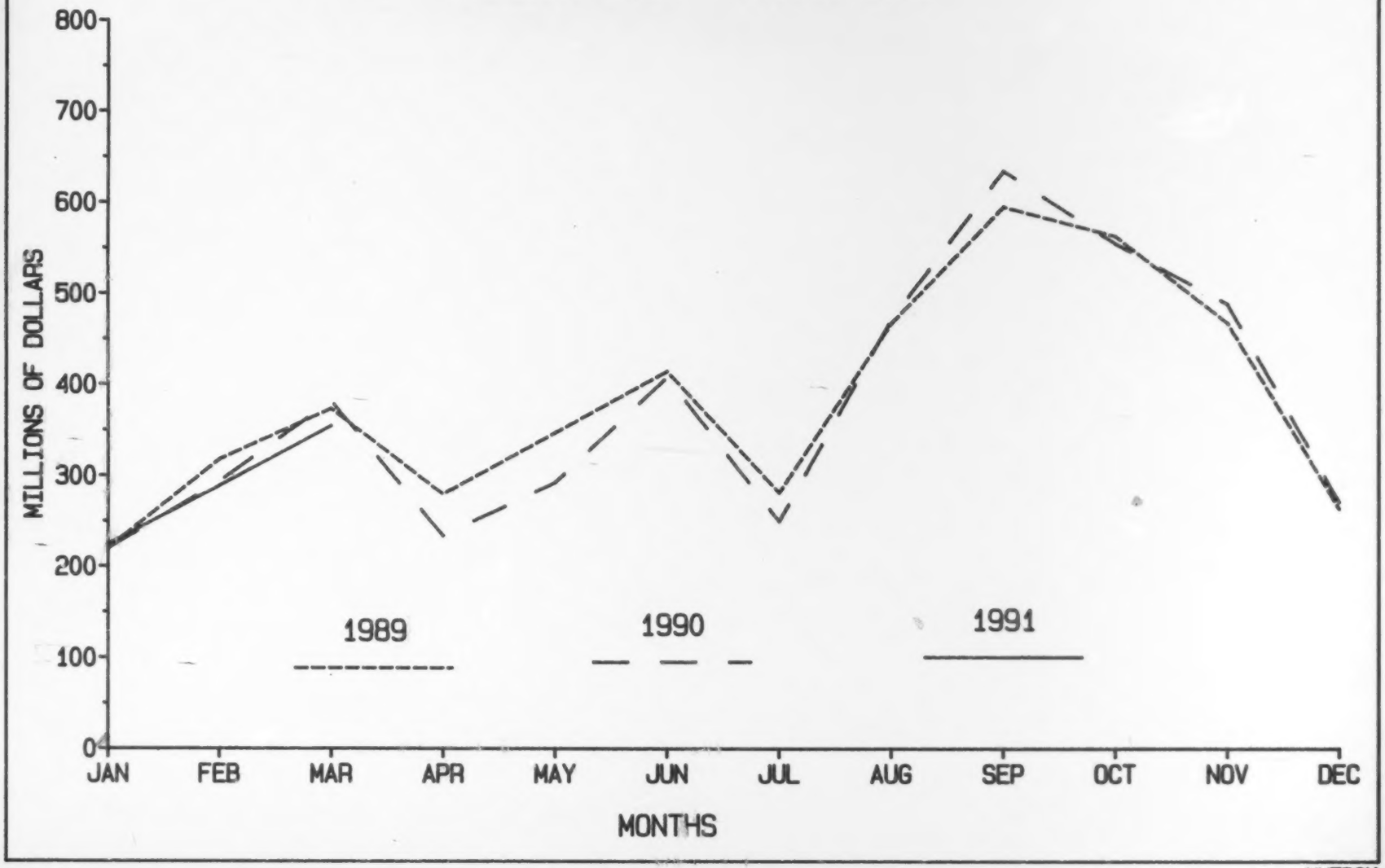
(COMPILED BY THE NPD GROUP)

***CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES*

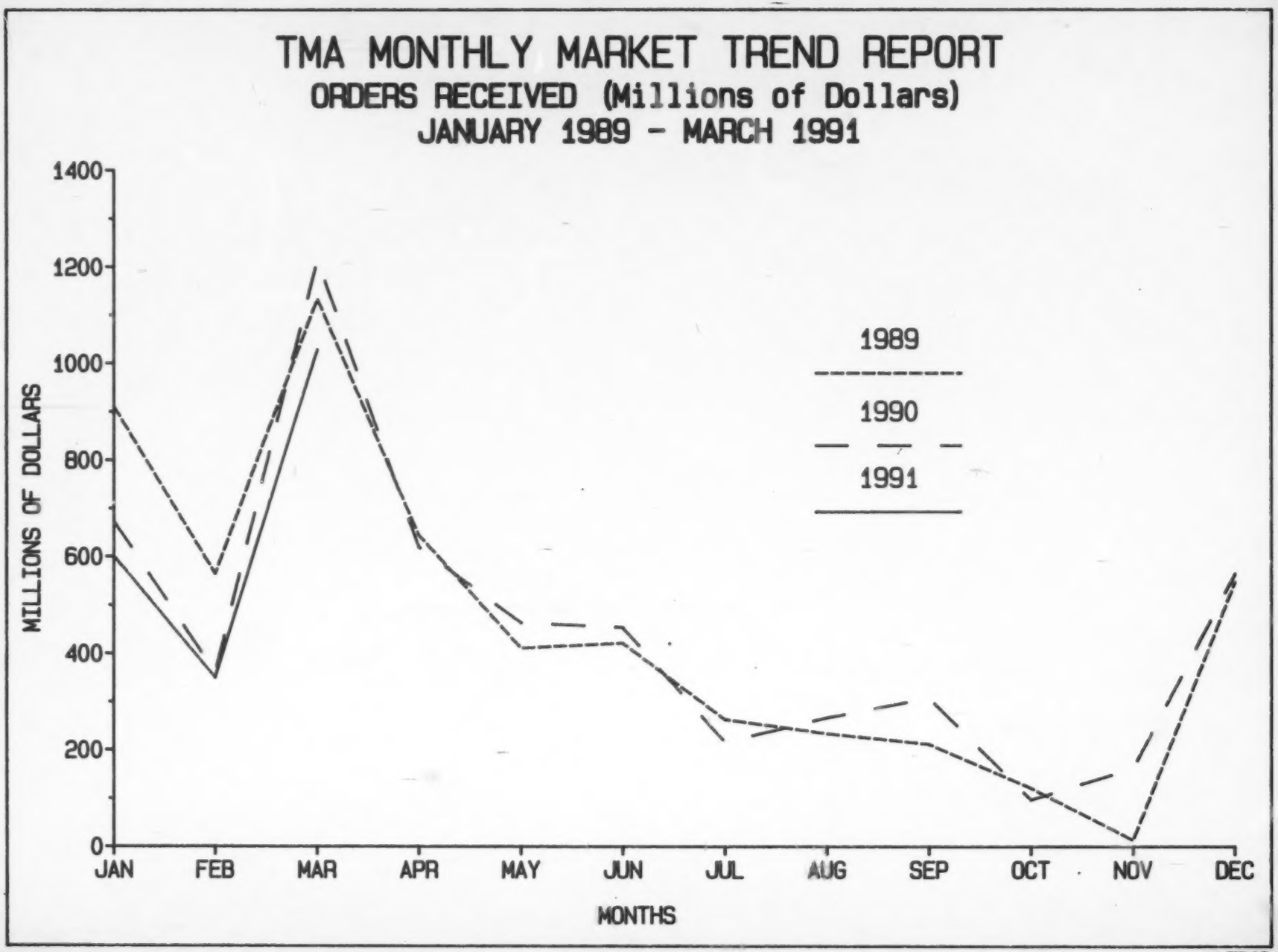
TMA MONTHLY MARKET TREND REPORT

MONTHLY SHIPMENTS (Millions of Dollars)

JANUARY 1989 - MARCH 1991



NMTRSH


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1989 - MARCH 1991
1400
1200
1000
800
600
400
200
0
MILLIONS OF DOLLARS
1989
1990
1991
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTROR

41 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY 1989 THROUGH MARCH 1991

BANDAI
BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER-PRICE
GOLDBERGER DOLL
HASBRO TOY DIVISION
HEDSTROM
KENNER
KRANSCO
LEGO
LEWIS GALOOB
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
MILTON BRADLEY
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS
PLACO
PLAYSKOOL
PLAYMATES
POWER WHEELS
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
DAKIN
ROADMASTER
SANITOY
STEVEN
STROMBECKER CORP
TONKA
TYCO

A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF APRIL 1991

41 MANUFACTURERS

SHIPMENTS

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
MONTH						
1991	270.9	+37.2	+15.9			
1990	233.7	-45.6	-16.3			
1989	279.3					
CUMULATIVE YTD						
1991	1137.5	+9.2	+0.8			
1990	1128.3	-62.0	-5.2			
1989	1190.3					

ORDERS RECEIVED

UNCONFIRMED ORDERS ARE NOT INCLUDED
CANCELLATIONS ARE EXCLUDED FROM CUMULATIVE ORDERS

MONTH						
1991	700.5	+81.1	+13.1			
1990	619.4	-25.3	-3.9			
1989	644.7					
CUMULATIVE YTD						
1991	2619.6	-175.9	-6.3			
1990	2795.5	-346.7	-11.0			
1989	3142.2					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(41 MANUFACTURER BASE)
DOLLAR TREND BY MONTH APRIL 1991 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	4 MO. AVG.
SHIPMENTS													
1991 MONTHLY	224.0	288.4	354.2	270.9									284.4
1990 MONTHLY	219.5	293.3	381.8	233.7	292.1	407.2	249.4	470.6	632.9	553.5	487.3	270.2	282.1
1989 MONTHLY	220.3	317.6	373.1	279.3	346.4	413.7	280.8	466.1	593.6	561.8	466.7	262.9	297.6
1991 CUMULATIVE YTD	224.0	512.4	866.6	1137.5									
1990 CUMULATIVE YTD	219.5	512.8	894.6	1128.3	1420.4	1827.6	2077.0	2547.6	3180.5	3734.0	4221.3	4491.5	
1989 CUMULATIVE YTD	220.3	537.9	911.0	1190.3	1536.7	1950.4	2231.2	2697.3	3290.9	3852.7	4319.4	4582.3	
ORDERS RECEIVED *													
1991 MONTHLY	602.3	349.5	1028.1	700.5									670.1
1990 MONTHLY	673.4	359.6	1215.5	619.4	462.7	453.2	216.0	266.8	307.8	96.6	161.8	563.8	717.0
1989 MONTHLY	910.7	564.3	1133.7	644.7	410.6	421.2	263.0	233.9	211.7	120.8	13.3	546.8	813.4
**1991 CUMULATIVE YTD	587.0	929.9	1937.7	2619.6									
**1990 CUMULATIVE YTD	659.7	1000.5	2193.8	2795.5	3216.2	3628.0	3773.4	3960.4	4197.6	4162.9	4207.2	4653.0	
**1989 CUMULATIVE YTD	889.3	1439.6	2535.5	3142.2	3478.6	3821.5	3988.1	4097.1	4219.0	4262.3	4159.7	4593.5	
CANCELLATIONS													
1991 MONTHLY	15.3	6.6	20.3	18.6									15.2
1990 MONTHLY	13.7	18.8	22.2	17.7	42.0	41.4	70.6	79.8	70.6	131.3	117.5	118.0	18.1
1989 MONTHLY	21.4	14.0	37.8	38.0	74.2	78.3	96.4	124.9	89.8	77.5	115.9	113.0	27.8
ORDERS ON HAND (AT END OF MONTH)													
1991 MONTHLY	1077.6	1132.2	1785.8	2196.8									1548.1
1990 MONTHLY	1055.3	1099.6	1910.8	2279.4	2408.0	2412.5	2308.5	2025.0	1629.2	1041.1	598.1	773.7	1586.3
1989 MONTHLY	1269.0	1501.7	2225.4	2553.3	2544.8	2475.9	2361.3	2004.1	1530.3	1012.2	442.9	613.5	1887.4

** UNCONFIRMED ORDERS ARE NOT INCLUDED*

(COMPILED BY THE NPD GROUP)

***CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES*

41 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY 1989 THROUGH APRIL 1991

BANDAI
BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER-PRICE
GOLDBERGER DOLL
HASBRO TOY DIVISION
HEDSTROM
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KRANSCO
LEGO
LEWIS GALOOB
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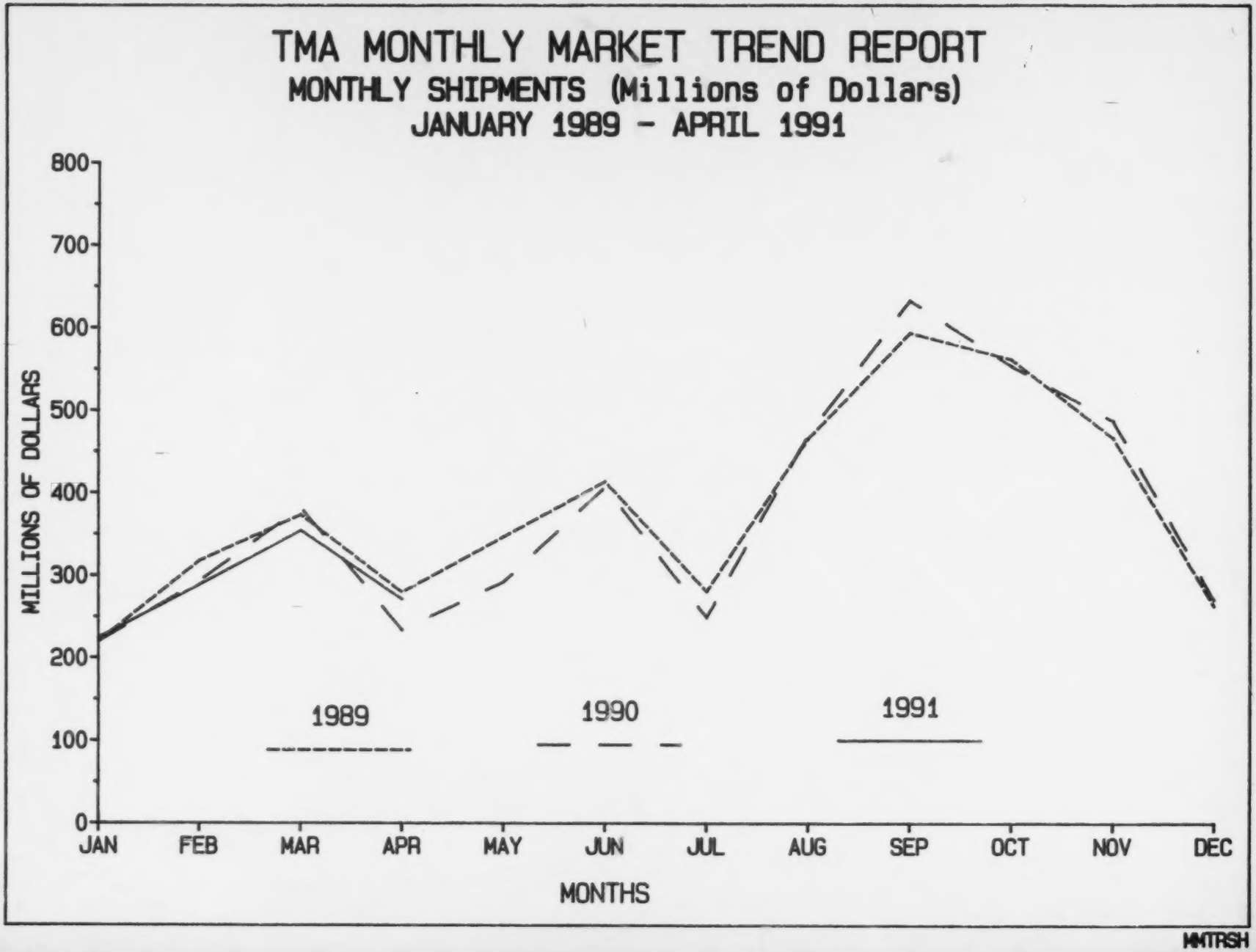
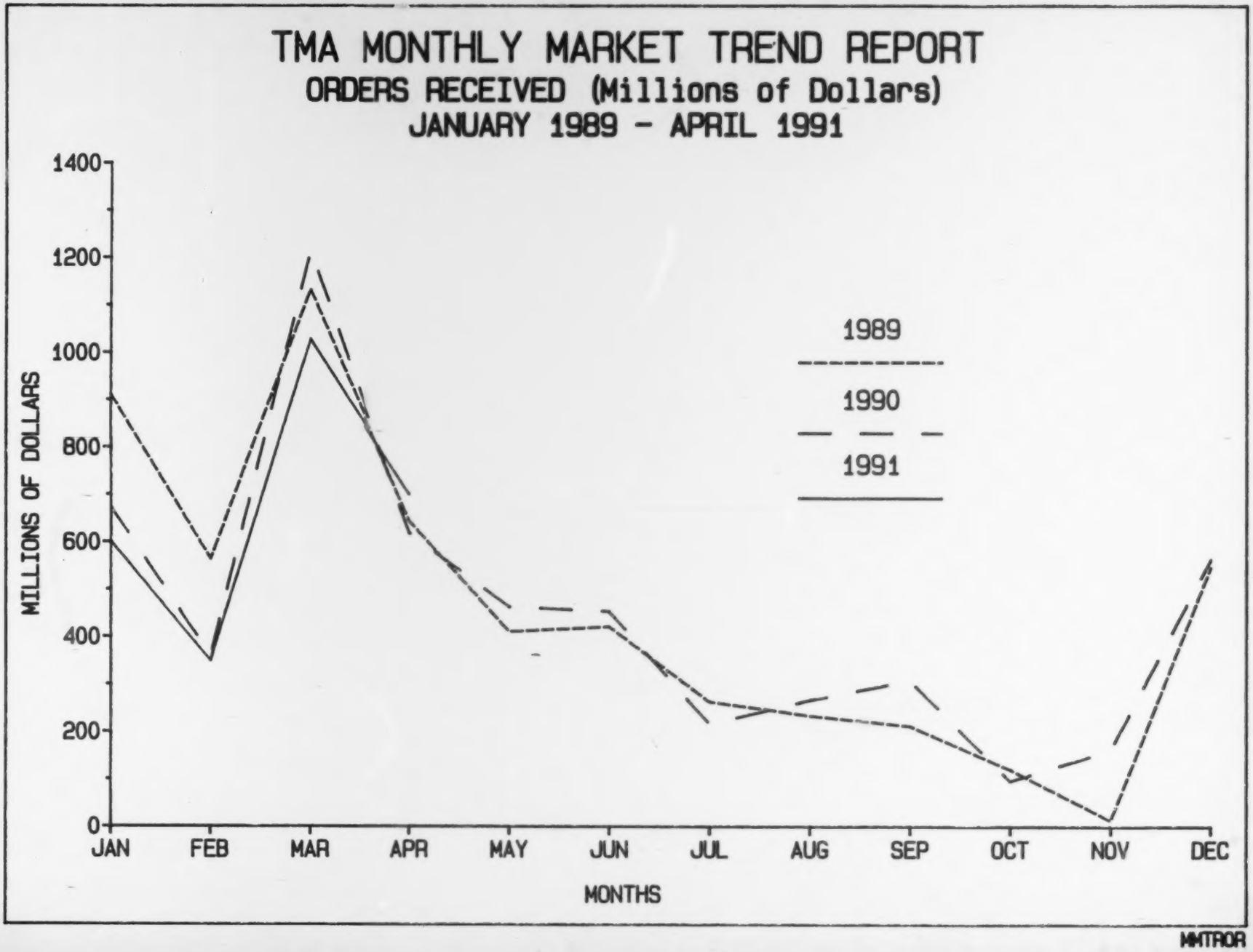

TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
JANUARY 1989 - APRIL 1991
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1989
1990
1991
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTRSH


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1989 - APRIL 1991
1400
1200
1000
800
600
400
200
0
MILLIONS OF DOLLARS
1989
1990
1991
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTROR

A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF MAY 1991

41 MANUFACTURERS

SHIPMENTS

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
MONTH						
1991	286.1	-6.0	-2.1			
1990	292.1	-54.3	-15.7			
1989	346.4					
CUMULATIVE YTD						
1991	[illegible]3.6	+3.2	+0.2			
1990	1420.4	-116.3	-7.6			
1989	1536.7					

ORDERS RECEIVED

UNCONFIRMED ORDERS ARE NOT INCLUDED
CANCELLATIONS ARE EXCLUDED FROM CUMULATIVE ORDERS

MONTH						
1991	347.8	-114.9	-24.8			
1990	462.7	+52.1	+12.7			
1989	410.6					
CUMULATIVE YTD						
1991	2893.9	-322.3	-10.0			
1990	3216.2	-262.4	-7.5			
1989	3478.6					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(41 MANUFACTURER BASE)
DOLLAR TREND BY MONTH MAY 1991 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	5 MO. AVG.
SHIPMENTS													
1991 MONTHLY	224.0	288.4	354.2	270.9	286.1								284.7
1990 MONTHLY	219.5	293.3	381.8	233.7	292.1	407.2	249.4	470.6	632.9	553.5	487.3	270.2	284.1
1989 MONTHLY	220.3	317.6	373.1	279.3	346.4	413.7	280.8	466.1	593.6	561.8	466.7	262.9	307.3
1991 CUMULATIVE YTD	224.0	512.4	866.6	1137.5	1423.6								
1990 CUMULATIVE YTD	219.5	512.8	894.6	1128.3	1420.4	1827.6	2077.0	2547.6	3180.5	3734.0	4221.3	4491.5	
1989 CUMULATIVE YTD	220.3	537.9	911.0	1190.3	1536.7	1950.4	2231.2	2697.3	3290.9	3852.7	4319.4	4582.3	
ORDERS RECEIVED *													
1991 MONTHLY	602.3	349.5	1028.1	700.5	347.8								605.6
1990 MONTHLY	673.4	359.6	1215.5	619.4	462.7	453.2	216.0	266.8	307.8	96.6	161.8	563.8	666.1
1989 MONTHLY	910.7	564.3	1133.7	644.7	410.6	421.2	263.0	233.9	211.7	120.8	13.3	546.8	732.8
**1991 CUMULATIVE YTD	587.0	929.9	1937.7	2619.6	2893.9								
**1990 CUMULATIVE YTD	659.7	1000.5	2193.8	2795.5	3216.2	3628.0	3773.4	3960.4	4197.6	4162.9	4207.2	4653.0	
**1989 CUMULATIVE YTD	889.3	1439.6	2535.5	3142.2	3478.6	3821.5	3988.1	4097.1	4219.0	4262.3	4159.7	4593.5	
CANCELLATIONS													
1991 MONTHLY	15.3	6.6	20.3	18.6	73.5								26.9
1990 MONTHLY	13.7	18.8	22.2	17.7	42.0	41.4	70.6	79.8	70.6	131.3	117.5	118.0	22.9
1989 MONTHLY	21.4	14.0	37.8	38.0	74.2	78.3	96.4	124.9	89.8	77.5	115.9	113.0	37.1
ORDERS ON HAND (AT END OF MONTH)													
1991 MONTHLY	1077.6	1132.2	1785.8	2196.8	2185.1								1675.5
1990 MONTHLY	1055.3	1099.6	1910.8	2279.4	2408.0	2412.5	2308.5	2025.0	1629.2	1041.1	598.1	773.7	1750.6
1989 MONTHLY	1269.0	1501.7	2225.4	2553.3	2544.8	2475.9	2361.3	2004.1	1530.3	1012.2	442.9	613.5	2018.8

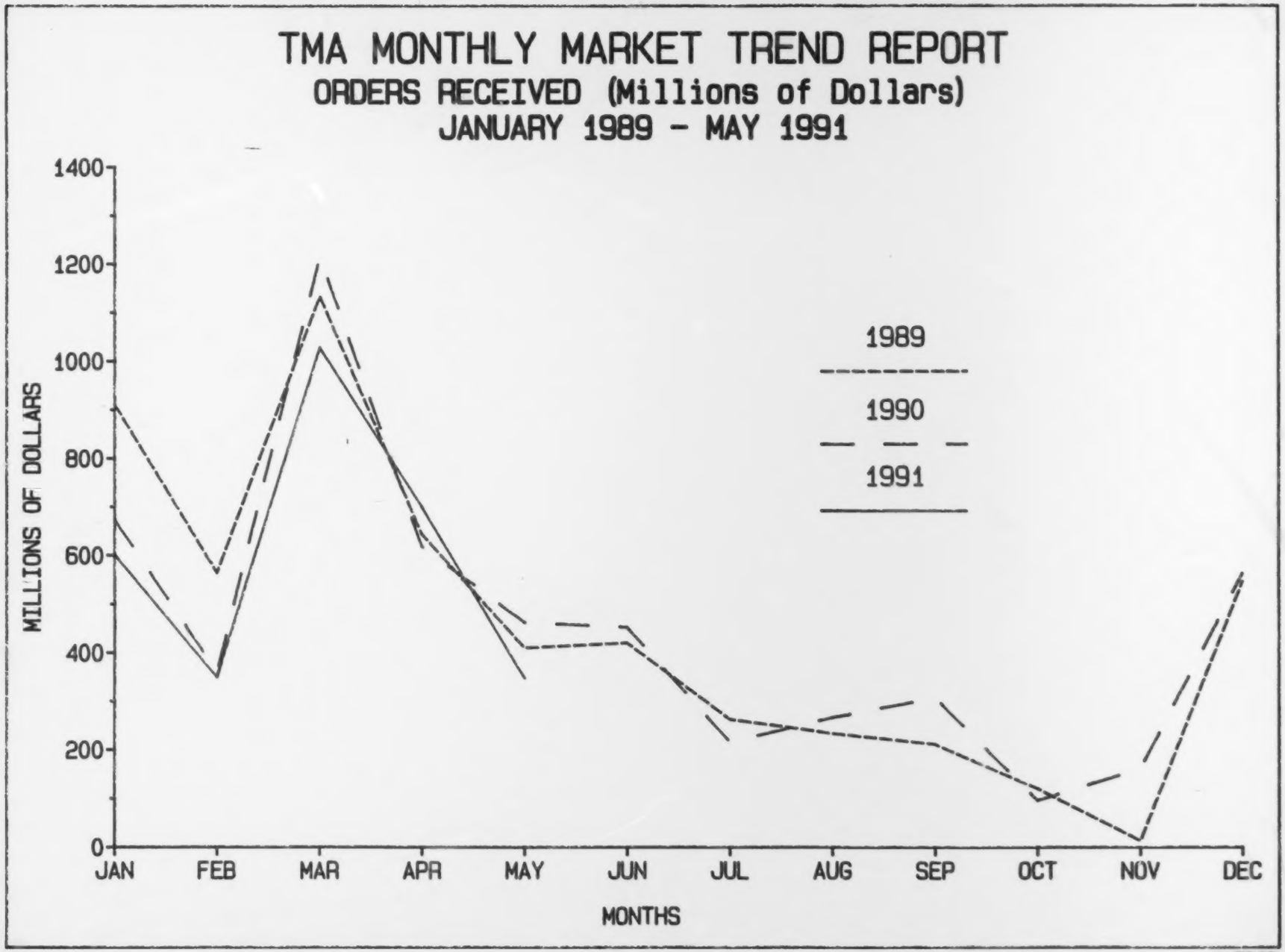
** UNCONFIRMED ORDERS ARE NOT INCLUDED*

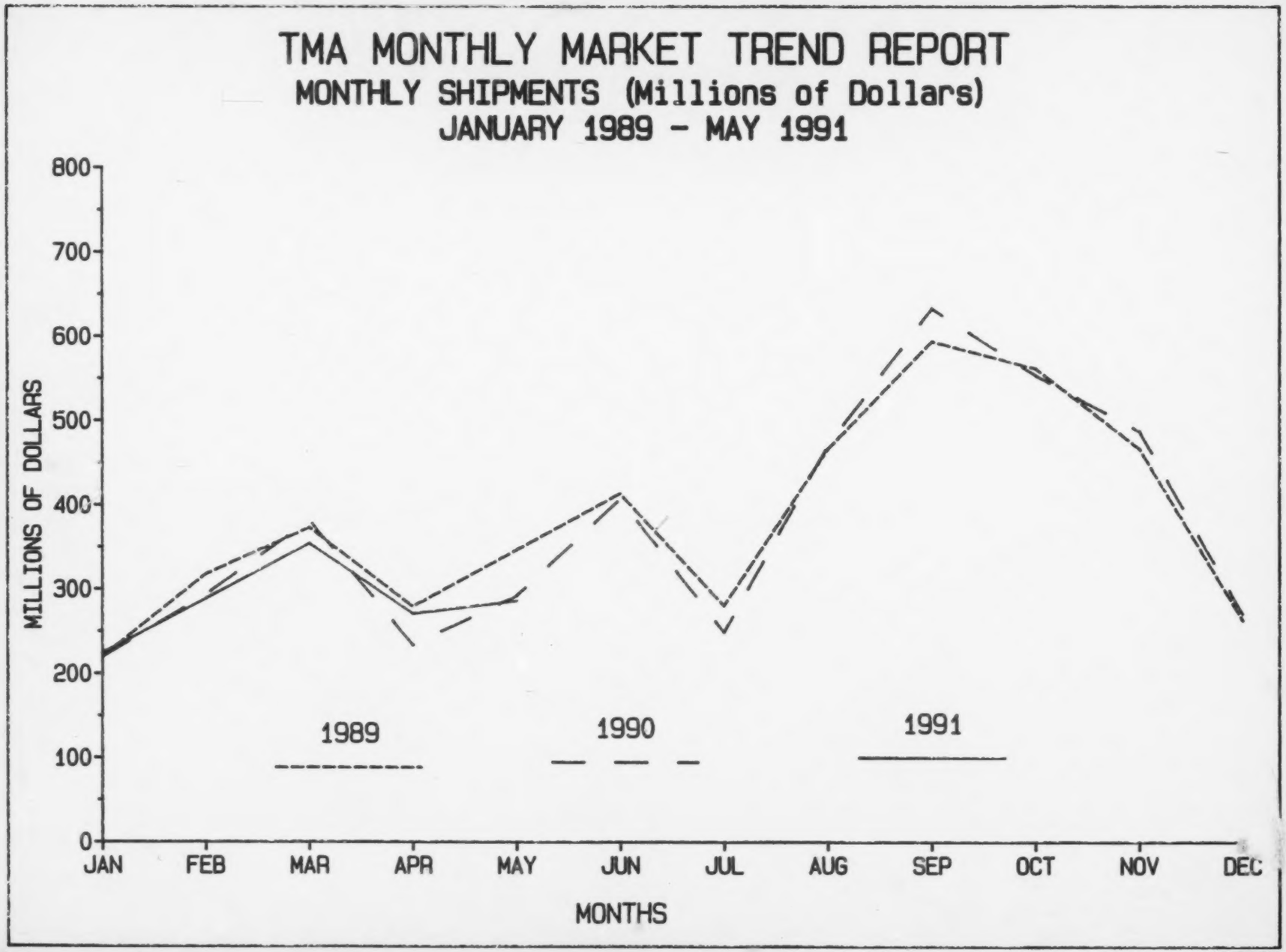
(COMPILED BY THE NPD GROUP)

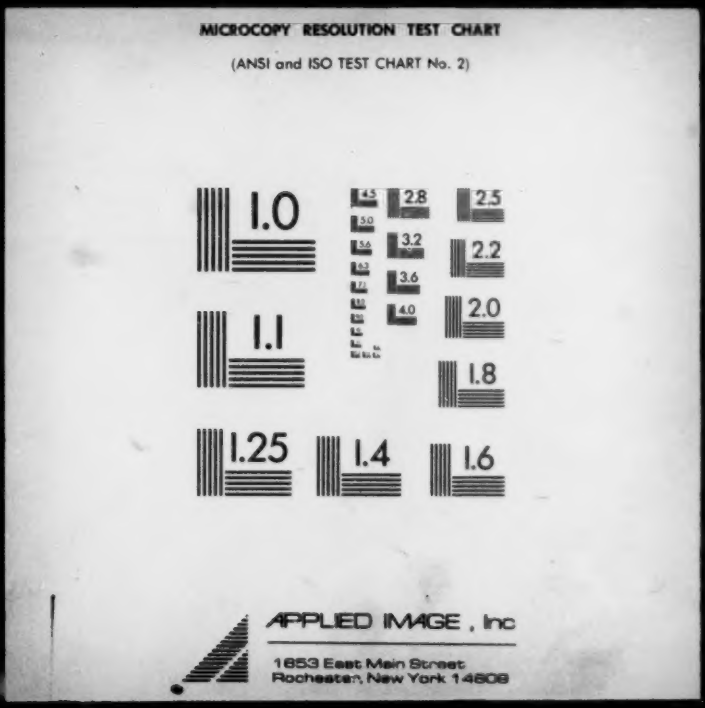
***CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES*

41 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY 1989 THROUGH MAY 1991

BANDAI
BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
DAKIN
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER-PRICE
GOLDBERGER DOLL
HASBRO TOY DIVISION
HEDSTROM
KENNER
KRANSCO
LEGO
LEWIS GALOOB
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
MILTON BRADLEY
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS
PLACO
PLAYSKOOL
PLAYMATES
POWER WHEELS
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
ROADMASTER
SANITOY
STEVEN
STROMBECKER CORP
TONKA
TYCO


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1989 - MAY 1991
1400
1200
1000
800
600
400
200
0
MILLIONS OF DOLLARS
1989
1990
1991
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTROR


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
JANUARY 1989 - MAY 1991
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1989
1990
1991
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTRSH



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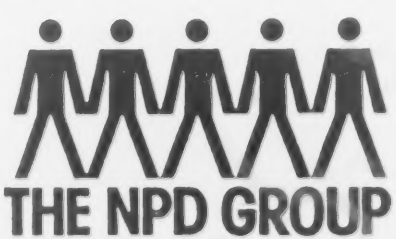
TOY MANUFACTURERS OF AMERICA, INC.

MONTHLY MARKET
TREND REPORT

JUNE 1991



MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF JUNE 1991

40 MANUFACTURERS

SHIPMENTS

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
MONTH						
1991	395.9	-11.3	-2.8			
1990	407.2	-6.5	-1.6			
1989	413.7					
CUMULATIVE YTD						
1991	1819.5	-8.1	-0.4			
1990	1827.6	-122.8	-6.3			
1989	1950.4					

ORDERS RECEIVED

UNCONFIRMED ORDERS ARE NOT INCLUDED
CANCELLATIONS ARE EXCLUDED FROM CUMULATIVE ORDERS

MONTH						
1991	522.7	+69.5	+15.3			
1990	453.2	+32.0	+7.6			
1989	421.2					
CUMULATIVE YTD						
1991	3367.8	-260.2	-7.2			
1990	3628.0	-193.5	-5.1			
1989	3821.5					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(40 MANUFACTURER BASE)
DOLLAR TREND BY MONTH JUNE 1991 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	6 MO. AVG.
SHIPMENTS													
1991 MONTHLY	224.0	288.4	354.2	270.9	286.1	395.9							303.3
1990 MONTHLY	219.5	293.3	381.8	233.7	292.1	407.2	249.4	470.6	632.9	553.5	487.3	270.2	304.6
1989 MONTHLY	220.3	317.6	373.1	279.3	346.4	413.7	280.8	466.1	593.6	561.8	466.7	262.9	325.1
1991 CUMULATIVE YTD	224.0	512.4	866.6	1137.5	1423.6	1819.5							
1990 CUMULATIVE YTD	219.5	512.8	894.6	1128.3	1420.4	1827.6	2077.0	2547.6	3180.5	3734.0	4221.3	4491.5	
1989 CUMULATIVE YTD	220.3	537.9	911.0	1190.3	1536.7	1950.4	2231.2	2697.3	3290.9	3852.7	4319.4	4582.3	
ORDERS RECEIVED *													
1991 MONTHLY	602.3	349.5	1028.1	700.5	347.8	522.7							591.8
1990 MONTHLY	673.4	359.6	1215.5	619.4	462.7	453.2	216.0	266.8	307.8	96.6	161.8	563.8	630.6
1989 MONTHLY	910.7	564.3	1133.7	644.7	410.6	421.2	263.0	233.9	211.7	120.8	13.3	546.8	680.9
**1991 CUMULATIVE YTD	587.0	929.9	1937.7	2619.6	2893.9	3367.8							
**1990 CUMULATIVE YTD	659.7	1000.5	2193.8	2795.5	3216.2	3628.0	3773.4	3960.4	4197.6	4162.9	4207.2	4653.0	
**1989 CUMULATIVE YTD	889.3	1439.6	2535.5	3142.2	3478.6	3821.5	3988.1	4097.1	4219.0	4262.3	4159.7	4593.5	
CANCELLATIONS													
1991 MONTHLY	15.3	6.6	20.3	18.6	73.5	48.8							30.5
1990 MONTHLY	13.7	18.8	22.2	17.7	42.0	41.4	70.6	79.8	70.6	131.3	117.5	118.0	26.0
1989 MONTHLY	21.4	14.0	37.8	38.0	74.2	78.3	96.4	124.9	89.8	77.5	115.9	113.0	44.0
ORDERS ON HAND (AT END OF MONTH)													
1991 MONTHLY	1077.6	1132.2	1785.8	2196.8	2185.1	2263.1							1773.4
1990 MONTHLY	1055.3	1099.6	1910.8	2279.4	2408.0	2412.5	2308.5	2025.0	1629.2	1041.1	598.1	773.7	1860.9
1989 MONTHLY	1269.0	1501.7	2225.4	2553.3	2544.8	2475.9	2361.3	2004.1	1530.3	1012.2	442.9	613.5	2095.0

** UNCONFIRMED ORDERS ARE NOT INCLUDED*

(COMPILED BY THE NPD GROUP)

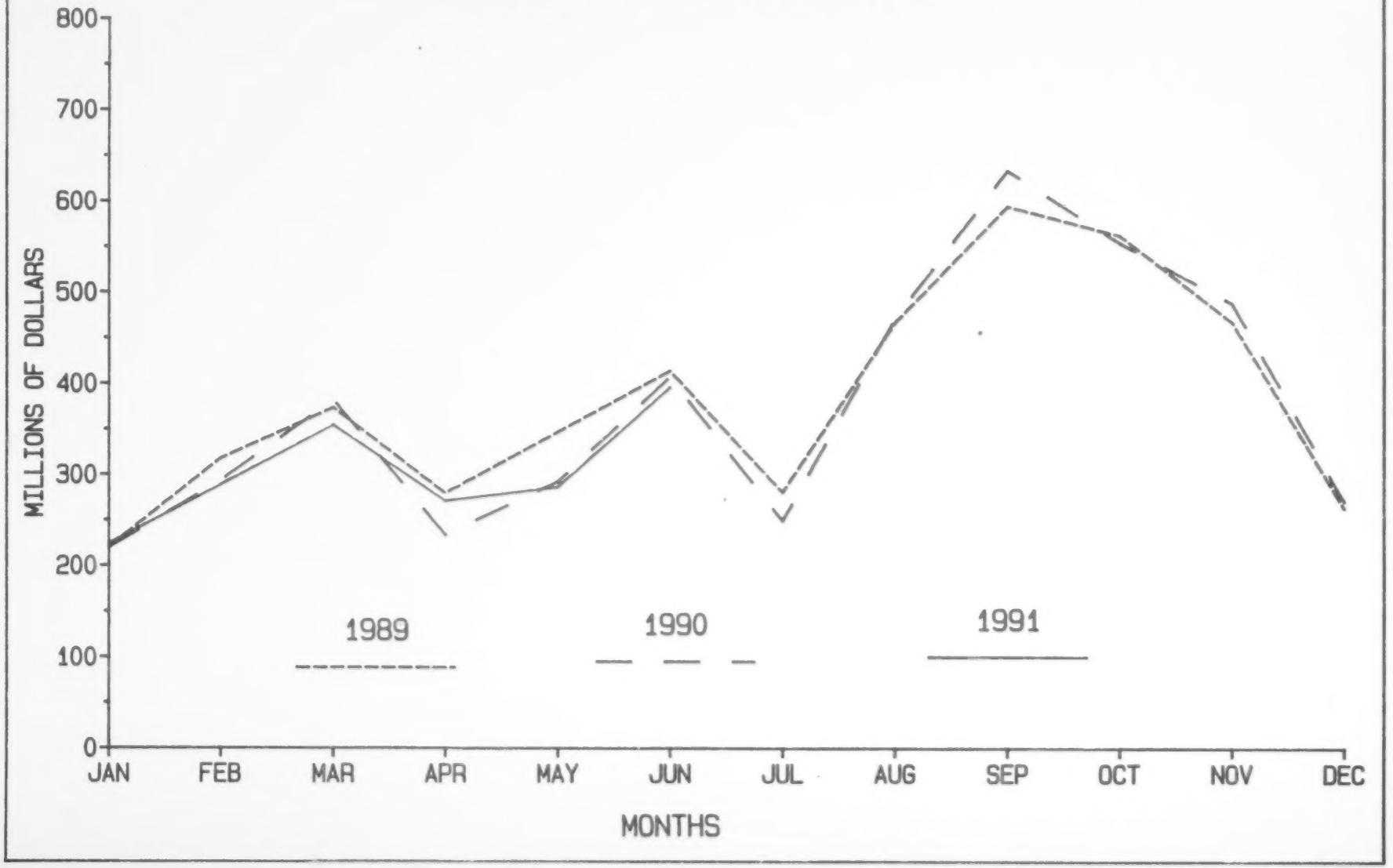
***CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES*

TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1989 - JUNE 1991
MILLIONS OF DOLLARS
1400
1200
1000
800
600
400
200
0
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
1989
1990
1991
MMTROR

TMA MONTHLY MARKET TREND REPORT

MONTHLY SHIPMENTS (Millions of Dollars)

JANUARY 1989 - JUNE 1991



MMTRSH

40 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY 1989 THROUGH JUNE 1991

BANDAI
BLAZON-FLEXIBLE FLYER
CADACC
CHILTON-GLOBE
COLORFORMS
DAKIN
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER-PRICE
GOLDBERGER DOLL
HASBRO TOY DIVISION
HEDSTROM
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KRANSCO
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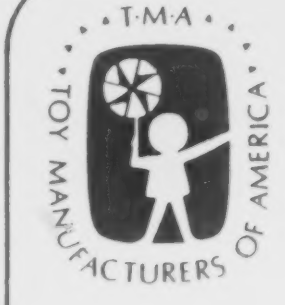
STROMBECKER CORP
TYCO



TOY MANUFACTURERS OF AMERICA, INC.

MONTHLY MARKET TREND REPORT

JULY 1991

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF JULY 1991

40 MANUFACTURERS

SHIPMENTS

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
MONTH						
1991	289.5	+40.1	+16.1			
1990	249.4	-31.4	-11.2			
1989	280.8					
CUMULATIVE YTD						
1991	2108.9	+31.9	+1.5			
1990	2077.0	-154.2	-6.9			
1989	2231.2					

ORDERS RECEIVED

UNCONFIRMED ORDERS ARE NOT INCLUDED
CANCELLATIONS ARE EXCLUDED FROM CUMULATIVE ORDERS

MONTH						
1991	384.5	+168.5	+78.0			
1990	216.0	-47.0	-17.9			
1989	263.0					
CUMULATIVE YTD						
1991	3752.3	-21.1	-0.6			
1990	3773.4	-214.7	-5.4			
1989	3988.1					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

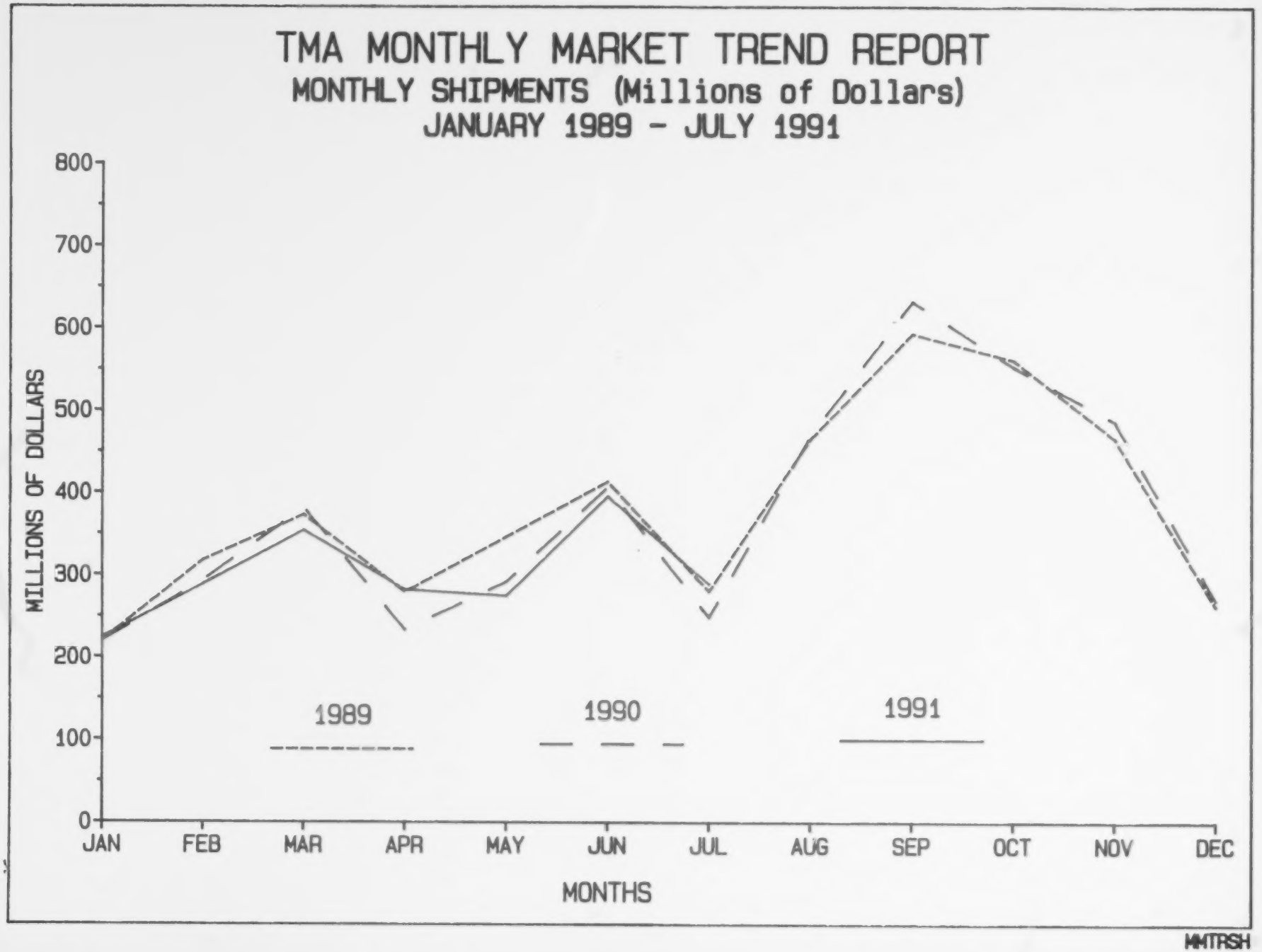
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(40 MANUFACTURER BASE)
DOLLAR TREND BY MONTH JULY 1991 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	7 MO. AVG.
SHIPMENTS													
1991 MONTHLY	224.0	288.4	354.2	282.1	274.8	395.9	289.5						301.3
1990 MONTHLY	219.5	293.3	381.8	233.7	292.1	407.2	249.4	470.6	632.9	553.5	487.3	270.2	296.7
1989 MONTHLY	220.3	317.6	373.1	279.3	346.4	413.7	280.8	466.1	593.6	561.8	466.7	262.9	318.7
1991 CUMULATIVE YTD	224.0	512.4	866.6	1148.7	1423.5	1819.4	2108.9						
1990 CUMULATIVE YTD	219.5	512.8	894.6	1128.3	1420.4	1827.6	2077.0	2547.6	3180.5	3734.0	4221.3	4491.5	
1989 CUMULATIVE YTD	220.3	537.9	911.0	1190.3	1536.7	1950.4	2231.2	2697.3	3290.9	3852.7	4319.4	4582.3	
ORDERS RECEIVED *													
1991 MONTHLY	651.7	349.5	1028.1	732.5	315.9	522.8	384.5						569.3
1990 MONTHLY	673.4	359.6	1215.5	619.4	462.7	453.2	216.0	266.8	307.8	96.6	161.8	563.8	571.4
1989 MONTHLY	910.7	564.3	1133.7	644.7	410.6	421.2	263.0	233.9	211.7	120.8	13.3	546.8	621.2
**1991 CUMULATIVE YTD	636.4	979.3	1987.1	2701.0	2943.4	3417.4	3752.3						
**1990 CUMULATIVE YTD	659.7	1000.5	2193.8	2795.5	3216.2	3628.0	3773.4	3960.4	4197.6	4162.9	4207.2	4653.0	
**1989 CUMULATIVE YTD	889.3	1439.6	2535.5	3142.2	3478.6	3821.5	3988.1	4097.1	4219.0	4262.3	4159.7	4593.5	
CANCELLATIONS													
1991 MONTHLY	15.3	6.6	20.3	18.6	73.5	48.8	49.6						33.2
1990 MONTHLY	13.7	18.8	22.2	17.7	42.0	41.4	70.6	79.8	70.6	131.3	117.5	118.0	32.3
1989 MONTHLY	21.4	14.0	37.8	38.0	74.2	78.3	96.4	124.9	89.8	77.5	115.9	113.0	51.4
ORDERS ON HAND (AT END OF MONTH)													
1991 MONTHLY	1077.6	1132.2	1785.8	2217.6	2185.1	2263.2	2308.7						1852.9
1990 MONTHLY	1055.3	1099.6	1910.8	2279.4	2408.0	2412.5	2308.5	2025.0	1629.2	1041.1	598.1	773.7	1924.9
1989 MONTHLY	1269.0	1501.7	2225.4	2553.3	2544.8	2475.9	2361.3	2004.1	1530.3	1012.2	442.9	613.5	2133.1

** UNCONFIRMED ORDERS ARE NOT INCLUDED*

(COMPILED BY THE NPD GROUP)

***CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES*


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
JANUARY 1989 - JULY 1991
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1989
1990
1991
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTRSH

TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1989 - JULY 1991
1400
1200
1000
800
600
400
200
0
MILLIONS OF DOLLARS
1989
1990
1991
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTROR

40 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY 1989 THROUGH JULY 1991

BANDAI
BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
DAKIN
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER-PRICE
GOLDBERGER DOLL
HASBRO TOY DIVISION
HEDSTROM
KENNER
KRANSCO
LEGO
LEWIS GALOOB
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
MILTON BRADLEY
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS
PLACO
PLAYSKOOL
PLAYMATES
POWER WHEELS
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
ROADMASTER
SANITOY
STEVEN
STROMBECKER CORP
TYCO

A9093-2

TOY MANUFACTURERS OF AMERICA, INC.

MONTHLY MARKET TREND REPORT

AUGUST 1991

THE NPD GROUP

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF AUGUST 1991

40 MANUFACTURERS

SHIPMENTS

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
MONTH						
1991	476.9	+6.3	+1.3			
1990	470.6	+4.5	+1.0			
1989	466.1					
CUMULATIVE YTD						
1991	2585.8	+38.2	+1.5			
1990	2547.6	-149.7	-5.6			
1989	2697.3					

ORDERS RECEIVED

UNCONFIRMED ORDERS ARE NOT INCLUDED
CANCELLATIONS ARE EXCLUDED FROM CUMULATIVE ORDERS

MONTH						
1991	455.8	+189.0	+70.8			
1990	266.8	+32.9	+14.1			
1989	233.9					
CUMULATIVE YTD						
1991	4160.1	+199.7	+5.0			
1990	3960.4	-136.7	-3.3			
1989	4097.1					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(40 MANUFACTURER BASE)
DOLLAR TREND BY MONTH AUGUST 1991 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	8 MO. AVG.
SHIPMENTS													
1991 MONTHLY	224.0	288.4	354.2	282.1	274.8	395.9	289.5	476.9					323.2
1990 MONTHLY	219.5	293.3	381.8	233.7	292.1	407.2	249.4	470.6	632.9	553.5	487.3	270.2	318.5
1989 MONTHLY	220.3	317.6	373.1	279.3	346.4	413.7	280.8	466.1	593.6	561.8	466.7	262.9	337.2
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1989 MONTHLY	910.7	564.3	1133.7	644.7	410.6	421.2	263.0	233.9	211.7	120.8	13.3	546.8	572.8
**1991 CUMULATIVE YTD	636.4	979.3	1987.1	2701.0	2943.4	3417.4	3752.3	4160.1					
**1990 CUMULATIVE YTD	659.7	1000.5	2193.8	2795.5	3216.2	3628.0	3773.4	3960.4	4197.6	4162.9	4207.2	4653.0	
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CANCELLATIONS													
1991 MONTHLY	15.3	6.6	20.3	18.6	73.5	48.8	49.6	48.0					35.1
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1989 MONTHLY	21.4	14.0	37.8	38.0	74.2	78.3	96.4	124.9	89.8	77.5	115.9	113.0	60.6
ORDERS ON HAND (AT END OF MONTH)													
1991 MONTHLY	1077.6	1132.2	1785.8	2217.6	2185.1	2263.2	2308.7	2239.6					1901.2
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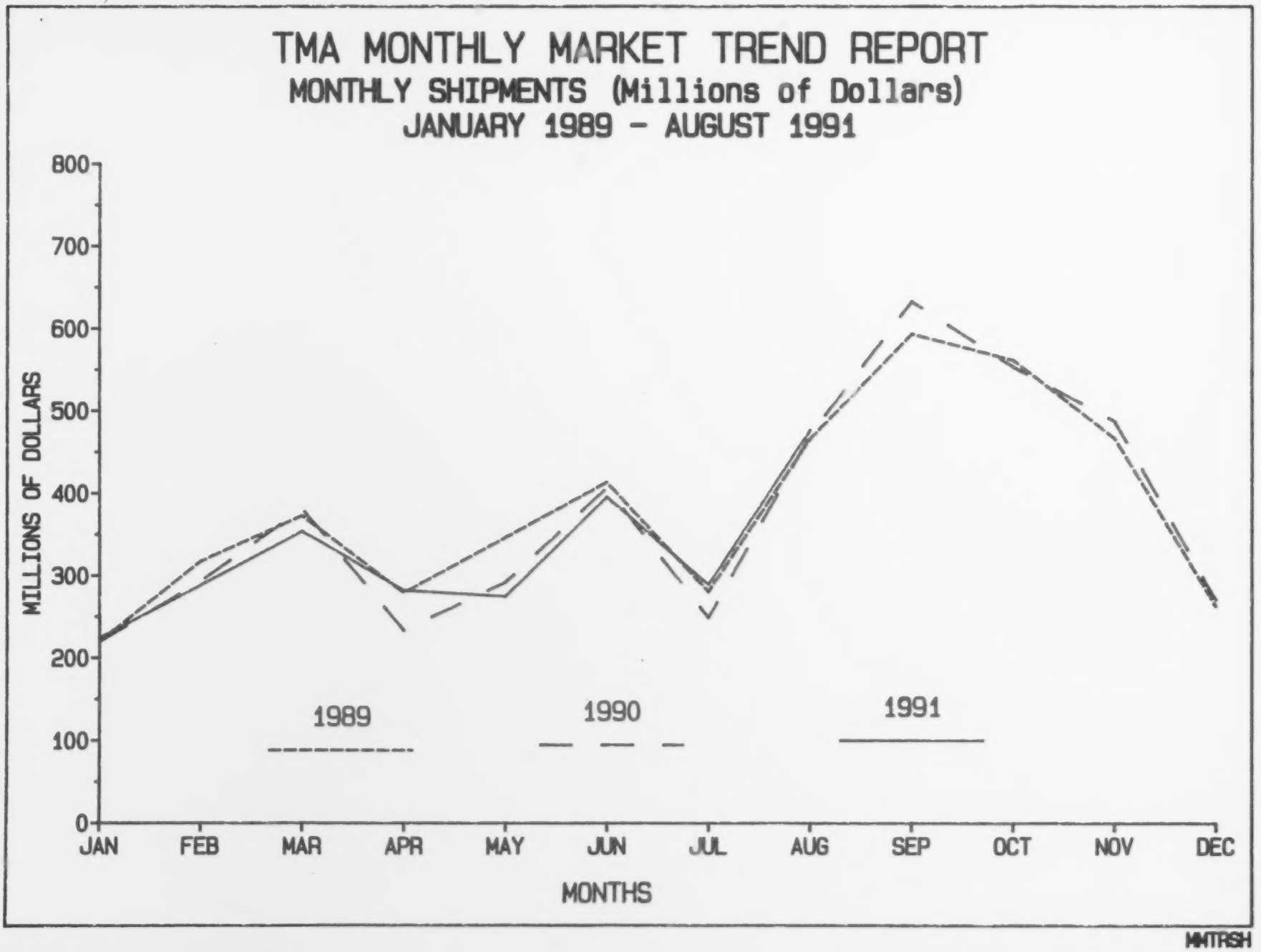
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JANUARY 1989 - AUGUST 1991
MILLIONS OF DOLLARS
800
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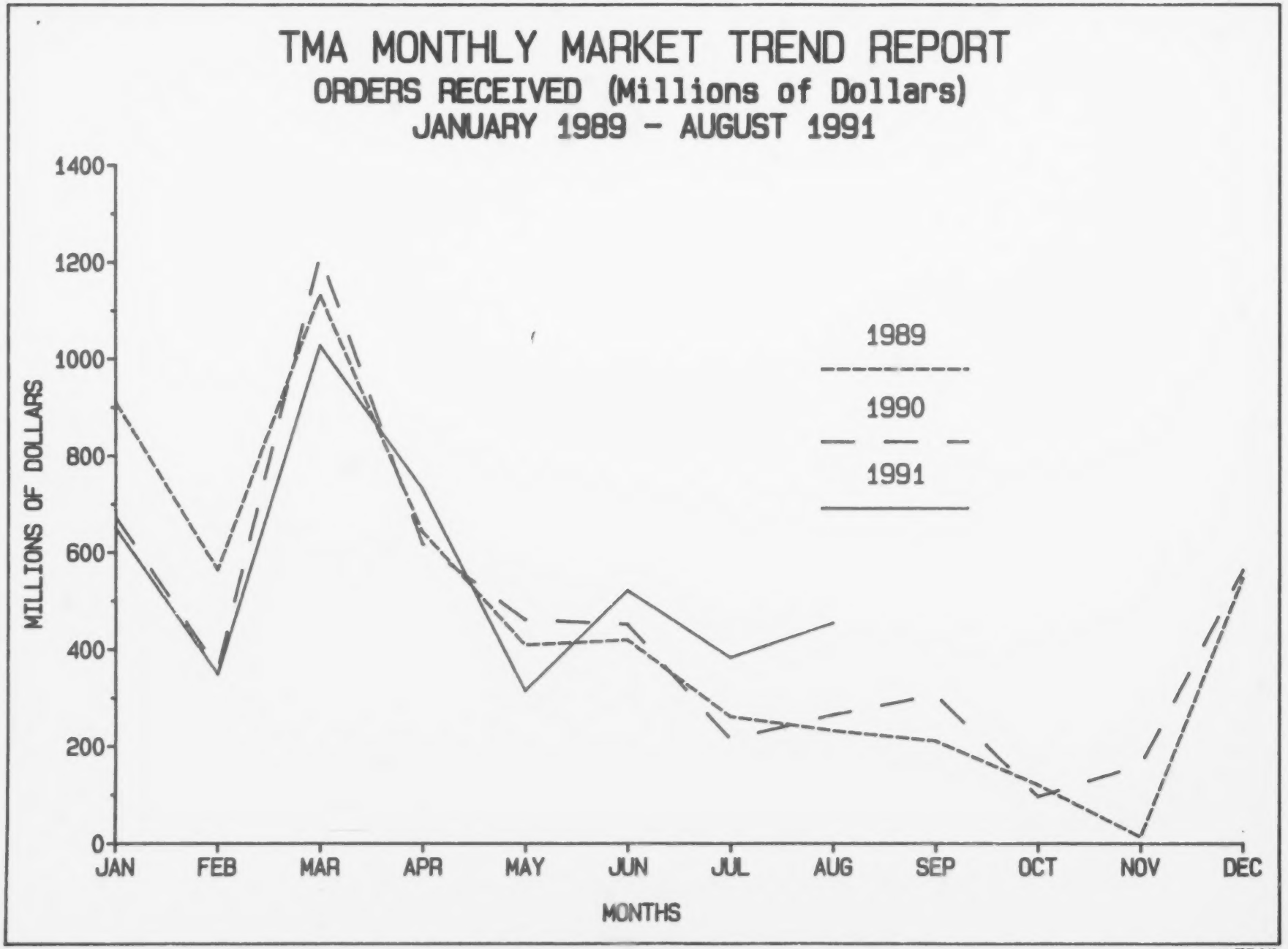
MONTHS
MMTRSH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ORDERS RECEIVED (Millions of Dollars)
JANUARY 1989 - AUGUST 1991
MILLIONS OF DOLLARS
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NOV
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MONTHS
1989
1990
1991
MMTROA

40 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY 1989 THROUGH AUGUST 1991

BANDAI
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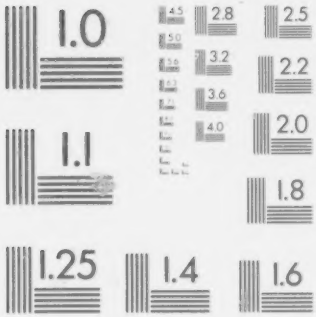
POWER WHEELS
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
ROADMASTER
SANITOY
STEVEN
STROMBECKER CORP
TYCO

MICROCOPY RESOLUTION TEST CHART

(ANSI and ISO TEST CHART No. 2)



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